A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

January 20, 1969

Commerce contracts with joint export associations to seek new sales abroad

Trade Mission has 105 African sales, investment offers

International Trade Winds

Company News

BANKING—Fidelity International Corp., the Edge Act subsidiary of The Fidelity Bank, Philadelphia, has applied to the Federal Reserve System for approval of the bank's plan to purchase a 10% interest in the London merchant bank of Henry Ansbacher & Co., Ltd. Ansbacher engages in export-import and commodity financing, the Eurodollar market, and foreign exchange transactions. Fidelity Bank plans to purchase its interest from Wachovia Bank & Trust Co., Winston-Salem, N.C., which now holds a 20% interest in Henry Ansbacher & Co., Ltd.

MINERAL EXPLORATION—Pickands Mather & Co. International, a subsidiary of Pickands Mather & Co., Cleveland, has completed an agreement with the Government of the Ivory Coast for exclusive rights to explore for iron ore in an area of approximately 4,000 square miles in west central Ivory Coast. Pickands Mather plans to begin detailed geological surveys shortly, along with studies of transportation and marketing arrangements necessary in any future mining operation. Pickands Mather now has mining operations abroad in Canada and Australia.

ENGINEERING—The Lummus Co. Canada, Ltd., a subsidiary of The Lummus Co., Bloomfield, N.J., has been awarded a contract for engineering, procurement, and construction of a $65 million heavy water plant for Atomic Energy of Canada, Ltd., to be built on Lake Huron adjacent to the Douglas Point Nuclear Power Station and Ontario Hydro's Nuclear Power Plant. Capacity of the new installation will be 400 tons per year of deuterium oxide, or heavy water. Lummus is completing another Canadian heavy water plant in Nova Scotia this year.

CONSTRUCTION EQUIPMENT—Baldwin-Lima-Hamilton Corp., a subsidiary of Armour and Co., Chicago, has entered into a joint venture with the Belgian firm of La Brugeoise et Nivelles, a subsidiary of Societe Generale de Belgique, S.A., to form a new company, BLH-Europe. The new firm will have its headquarters in Montsur-Marchienne, and will manufacture and market the BLH lines of construction equipment under the brand names of Lima and Austin-Western.

Newsletter

A new entry in the U.S. trade expansion field, but with familiar components—that's AIMS, the American Institute of Merchant Shipping. The Washington-based association includes, basically, the companies previously linked in three maritime trade associations —CASL, the Committee of American Steamship Lines; AMMI, the American Merchant Marine Institute, and PASSA, the Pacific American Steamship Association. Until a permanent headquarters is set up, AIMS will be located at 919 18th St., N.W., Washington, D.C. 20006.

Repeat this show? A unanimous yes was the response by exhibitors at the Metallurgy Equipment exhibition at the Stockholm U.S. Trade Center last month. Participating companies said they would like to come back in about two years. Sales of $1,277,500 were projected by the companies for the first year following the show, and the figure may be topped if the 20 distributorship agreements under negotiation are concluded.

Shalom Stores of Tel Aviv, Israel's leading department store, has reported a 900% increase in the sale of U.S. consumer merchandise for 1968 over 1967. This jump followed an America Weeks consumer goods promotion at the store in November 1967 and excluded sales made during the promotion. What's more, store officials expect further dramatic increases in 1969. Store officials reported reorders of 135 U.S.-made products introduced during the 1967 America Weeks event.

The Aviation Electronics show at the London U.S. Trade Center in December followed the implementation of the British import deposit plan that required a 50% prior deposit on most manufactured imports. Despite this action, an all-time high in projected 12-month sales following a London Center show was achieved: $3,657,000. Nine of the 27 exhibiting U.S. firms are looking to $100,000-plus sales over the year as an upshot of their participation.

"Inquiries, according to several exhibitors, were heavier than at [earlier international conferences]... This was said by observers to be the biggest show of lasers and related equipment held in Europe to date." So reported Richard Whittaker in a lead article in Electronic News about the Frankfurt U.S. Trade Center's December Laser Equipment show. Exhibitors expect $1.8 million in sales over the next year; Electronic News estimates an overall $100 million market for laser items in Europe within five years.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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the cover

President Ahmadou Ahidjo of Cameroon offered the pictured ceremonial greeting to the members of the U.S. Trade and Investment Mission in his offices in Yaounde. Mission members were received with equal warmth in Ivory Coast. Their reports on visits with the business communities of the two central African nations are in a special section on Pages 6-34. A story about the first five projects to be undertaken in Commerce Department's Joint Export Association program of Government-industry cooperative marketing is on page 2.

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EXPORT EXPANSION COMBINATIONS

Launch first JEA projects

Five marketing efforts link Commerce Dept., industry groups; aim at $34 million sales

Five trade development projects were launched this month in which private contractors and the U.S. Department of Commerce will share the costs of overseas market research, advertising, publicity, distribution of technical data and samples, participation in trade exhibitions, international promotional travel, and training of sales and service personnel.

The projects are the first in a new Joint Export Association program offering incentives for business action to expand sales of U.S. products in foreign markets and improve the U.S. trade balance. It is expected that they will boost U.S. sales abroad by more than $34 million during the next two years.

The five contractors represent 78 participating companies in 15 states. Under contracts with them, the Department will underwrite $564,535 of the $1,378,638 cost of the export expansion efforts.

Contracts were issued to Ad Auriema, Inc., New York, for a Commerce share of 30% of $308,720; Cleveland Overseas Corp., Cleveland, 50% of $361,324; Institute for the Development of the Metalworking Industries, Inc., New York, 50% of $303,300; NFC Industries, Inc., Mt. Vernon, N.Y., 30% of $315,204; and Tennant Development Corp., New York, 50% of $90,090.

Widespread sales targets

The contracts call for the development of sales of electronic, refrigeration, and industrial components and instrumentation equipment in Western Europe; tires and industrial rubber products in the Middle East and Africa; food processing, bottling, and packaging machinery in the Middle East, Far East, and Southeast Asia; and metalworking equipment in the Near East, Southeast Asia, and Africa.

President Johnson proposed the JEA program in his Jan. 1, 1968, Balance of Payments message as one of his Administration's major efforts to expand exports. Secretary of Commerce C. R. Smith described the operation of the program on Aug. 8, 1968. Under Secretary of Commerce Joseph W. Bartlett witnessed the signing of the first contracts for the Department of Commerce at a ceremony Jan. 10.

"This is an additional aid for exporters and an important addition to the Department's export promotion program," Bartlett said at the ceremony. "We are offering incentive for business action in the national interest."

Three of the JEA projects and more than two-thirds of the costs involve underdeveloped countries, while two projects will aim at developed nations.

In addition, more than half of the participating companies—43 of them—are small firms, reflecting governmental efforts to encourage and assist small business to enter and expand exporting.

The five contractors were selected from among 60 to 70 that submitted proposals following announcement of the program by Secretary Smith in August. Several hundred inquiries were received by the Department.

Two of the contractors, Ad Auriema and NFC Industries, have won Presidential "E" Awards for achievements in export expansion.

The 78 participating companies represented by the contractors employ more than 90,000 workers and have combined sales of more than $1 billion.

Future projects solicited

Commerce Department is continuing to solicit and review proposals for future JEA projects. Interested companies can obtain information on the program from the Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Details on the five JEA projects follow:

Ad Auriema, Inc., a combination export management firm, proposes to increase sales for a group of U.S. manufacturers of electronic, refrigeration, and industrial components and instrumentation by establishing a branch office in Western Europe. Technical sales representatives will be hired, aggressive local advertising and direct mail campaign conducted, and participation will be made in trade exhibitions.

Estimated sales of industrial controls and equipment in the target markets were expected to exceed $45 million in 1968, with a U.S. share of 20%. Ad Auriema expects to increase sales of these products, especially to modernizing industries such as metalworking, pulp and paper, mineral processing, and chemicals.

Ad Auriema's participating companies are: Infrared Industries, Santa Barbara, Calif.; Western Microwave Laboratories, Santa Clara, Calif.; Analytical Engineering Laboratories, Hamden, Conn.; Barber-Colman Co., and Eclipse Fuel Engineering Co., both of Rockford, Ill.; Hubbell Corp., Mundelein, Ill.; Jarrow Products, Chicago.

Also Sarkes Tarzian, Bloomington, Ind.; Aerovox Corp., New Bedford, Mass.; Cambridge Systems, Newton, Mass.; Dynisco Division of Microdot, Cambridge, Mass.; Electronized Chemicals Corp., Burlington, Mass.; General Radio Co., West Concord, Mass.; National Radio Co., Melrose, Mass.; Plas-Tech Equipment Corp., Natick, Mass.; Sigma Instruments, South Braintree, Mass.; Omni Spectra, Farmington, Mich.; Revco, Inc., Deerfield, Mich.; Temprite Products Corp., Birmingham, Mich.; Sporlan Valve Co., St. Louis.

Also Richard D. Brew and Co., Concord, N.H.; Sanders Associates, Nashua, N.H.; Era Acoustics Corp., Moonachie, N.J.; General Instrument Corp., Thermoelectric Division, Nework, N.J.; Highside Chemicals, Clifton, N.J.; Micro State Electronics Corp., New Providence, N.J.; Tel-Instrument Electronics Corp., Carlsstadt, N.J.; Atlantic Metal Hose Co., New York; Delwyn Division of Rotron Manufacturing Co., Woodstock, N.Y.; Filmohn Corp., Long Island City, N.Y.; Kepco, Inc., New York; Mokon Division of Protective Closures Co., Buffalo; The Partlow Corp., New Hartford, N.Y.

Also Polarad Electronic, Long Island City, N.Y.; Rotron Controls Division of Rotron Manufacturing Co., and Rotron Manufacturing Co., Woodstock, N.Y.; Brush Instruments Division of Clevite Corp., Cleveland; Stackpole Carbon Co., St. Mary's Pa.; Uniform Tubes, Collegeville, Pa.

Cleveland Overseas Corp., a combination export management firm, proposes to promote sales of tires and industrial rubber products in the Middle East and Africa by establishing three sales offices in Athens, Greece; Nairobi, Kenya; and

Abidjan, Ivory Coast, to cover 54 nations.

Separate sales programs, tailored to reflect the special needs of the three territories, will be implemented by a staff consisting of a managing director and six salesmen. An aggressive promotional campaign will be conducted, and a cooperative advertising program, in which manufacturers and distributors will share the cost, will be established.

Estimates of the market for passenger, bus, and truck tires in the Middle East-African area range from $200 million to $300 million a year, of which the U.S. share is about 2%.

Cleveland Overseas Corporation's participating companies are: Mohawk Rubber Co., Akron; Monarch Rubber Co., Hartville, O.; Monroe Co., Cleveland; Pioneer Rubber Co., Willard, O.

The **Institute for the Development of the Metalworking Industries, Inc.,** proposes a turnkey project approach to increase exports for U.S. manufacturers of metalworking equipment. A consortium, composed of manufacturers, bankers, and engineers, will seek to develop markets in developing countries where the manufacturers are not presently selling.

The turnkey approach has been adopted as a means of dealing with foreign competition which successfully markets equipment through packaged plants.

Specific opportunities for the sale of advanced metalworking equipment have been identified by IDMI in a number of foreign markets. Brief surveys will be conducted to establish a priority of areas in which intensive marketing efforts will be made.

Eight feasibility studies will be conducted by teams of technicians from the participating companies. Each study will have an expected sales value of $3 million to $5 million worth of U.S. equipment. The sales will include products of firms other than IDMI members. Overseas sales representatives will be appointed and trained to technical competence for continuing sales and service activities.

Institute for the Development of the Metalworking Industries, Inc. participating companies are: Bullard Co., Bridgeport, Conn.; Mattison Machine Works, Rockford, Ill.; Norton Co., Worcester, Mass.; Devlieg Machine Co., Royal Oak, Mich.; General Electric Co., Metallurgical Products Division, Detroit; The Berger Group, East Orange, N.J.; Lehman Brothers Intl., New York; E. W. Bliss Co., Canton, O.; Lodge & Shipley Co., Cincinnati; Warner & Swasey Co., Cleveland; Kearney & Trecker Corp., Milwaukee.

NFC Industries, Inc., an engineering firm specializing in design, layout, and equipment of breweries, alcoholic distillation plants and citrus fruit processing plants in foreign countries, as well as acting as a combination export manager, proposes to promote the sale of packaged plants for the food processing, distilling, and brewing industries in the Far East and Near East.

A network of five sales offices will be set up to develop markets for packaged plants and for individual pieces of equipment used in the plants. The branch offices located in Hong Kong, Tehran, Taipei, Osaka, and Djakarta will be staffed by technically trained sales representatives.

NFC Industries, Inc., participating companies are: Biner-Ellison Machinery Mfg. Co., and Pacific Machinery Co., Los Angeles; Ecological Science Corp., Div. of The Ellner Corp., Miami; Kahlenberg Globe Equipment Co., Sarasota, Fla.; Shuttleworth Machinery Corp., Huntington, Ind.; Yeast Processing Equipment Co., Dowagiac, Mich.; General Glass Equipment Co., Atlantic City, N.J.; Consolidated Packaging Machinery Corp., Div. International Paper Co., Buffalo; Hasselberg, Inc., West Seneca, N.Y.; Perl Machine Mfg. Co., Brooklyn; Duriron Co., Div. of Ensinger, Dayton, O.; Niagara Bottle Washer Mfg. Co., Toledo; Huntingdon Industries, Bethayres, Pa.

The **Electronics Division, Tennant Development Corp.,** which acts as the export department for 11 medium-sized manufacturers of electronic equipment, proposes to establish a sales office in Western Europe to increase exports of high technology components and equipment. The office will provide easy access to key marketing areas representing 80% of the potential market.

Sales engineers will concentrate their efforts on "design in" projects, so that American components are included in prototypes for future production runs. These efforts should assure increased sales of these U.S. components for the next five to ten years. Special promotional programs will be inaugurated, including an advertising campaign, participation in trade shows, and a direct mail campaign.

Tennant Development Corporation's participating companies are: Fairchild Hiller, Electronics & Information Systems Division, Germantown, Md.; Hyletronics Corp., Wilmington, Mass.; KSC Semiconductor Corp., Chelmsford, Mass.; Piconics, Inc., North Billerica, Mass.; Computer Diode Corp., Fair Lawn, N.J.; Gulton Industries, Industrial Systems Division, Metuchen, N.J.; Semiconductor Specialties, Fair Lawn, N.J.; MSI Electronics, Woodside, N.Y.; Slater Electric, Glen Cove, N.Y.; Pennsylvania Electronics Technology, Inc., Pittsburgh; Speer Electronics, St. Mary's, Pa.

FIRST CONTRACTS IN JOINT EXPORT ASSOCIATION PROGRAM were signed by these officials (seated, from left): Barnet Phillips, Ad Auriema; Oswald Schindler, Cleveland Overseas Corp.; Edward W. Shuster, Institute for the Development of the Metalworking Industries; Ernest B. Schnell, NFC Industries, and Sidney Sweet, Tennant Development Corp. At rear, representing the Department of Commerce, are (from left): Under Secretary of Commerce Joseph W. Bartlett, Asst. Secretary for Domestic & Int'l Business Lawrence C. McQuade, and Bureau of Int'l Commerce Director Lawrence A. Fox.

'E' AWARD PRESENTATIONS were held recently in Ft. Washington, Pa., and Richmond, Va. Left photo, Rorer award ceremony was attended by (l. to r.): Gerald Rorer, chairman; Albert Marsili, international vice president; Gerald Romig, president, Rorer-Amchem, Inc. and chairman of Amchem Products; Sen. Hugh Scott, making presentation; and John Eckman, president. Right photo, Gov. Mills Godwin, Jr. (r.) of Virginia presents the "E" flag and certificate to Island Creek Vice President A. L. Lynn (l.), General Counsel F. A. Macdonald (2nd l.), and President William Bellano (3rd left).

Manufacturer of pharmaceuticals, company selling metallurgical coal earn 'E's for increased exports

Pennsylvania's William Rorer, Inc., Island Creek Coal Co. of Ohio used foreign languages, market research, financing terms

In 1962 William H. Rorer, Inc., a Ft. Washington, Pa., pharmaceutical manufacturer, had to make the decision between abandoning its unprofitable international operations or strengthening them. It decided on the latter course, and succeeded so well that it is a new recipient of the Presidential "E" award for export expansion.

Island Creek Coal Co. of Cleveland has received the Presidential "E" award for increasing exports of its metallurgical coal through use of extensive market research and direct mail advertising, streamlining shipping facilities at the mines, and adapting long-term contracts to foreign markets.

The Rorer firm found markets for its pharmaceutical products by means of distributor training programs, special packaging, use of indigenous languages, credit concessions, and establishing local processing and packaging operations.

Since the decision to promote overseas sales, Rorer has increased its home office international staff from three to nineteen people, with specialists in the areas of finance, marketing, and technology. There are manufacturing subsidiaries in Mexico and Italy under the direction of resident general managers and three area supervisors in other countries.

To select overseas distributors, Rorer made use of personal contact, extensive travel, and such Commerce Department aids as Trade Lists and INTERNATIONAL COMMERCE.

Rorer found that packaging planned for the U.S. market was in general too large and too expensive for export markets, and so developed special export package sizes and styles. Packages were produced with Spanish text for the Latin American market and with English and other languages for other countries.

Due to high import duties, Rorer made arrangements to supply bulk U.S. materials for further processing and packaging locally in twenty-one countries.

Rorer develops the promotion of its products in most countries, supplying samples and literature, and placing advertising in local and international medical journals. All promotional material is available in English and Spanish, and some is printed in the local languages: French, German, Greek, Italian, Japanese, Persian, and Portuguese.

The home office has staff members fluent in French, German, Italian and Spanish, and sends personnel on frequent overseas trips.

Rorer has met health board registration requirements for its cosmetic products in various countries.

Rorer now exports to or has distributors in more than 50 countries.

Island Creek Coal Company's first step in developing export markets was to make a study of the potential for metallurgical coal abroad. The study indicated a worthwhile market for Island Creek's metallurgical coal for use in steel making in Japan, South America, and Europe.

Prior to 1964 Island Creek had exported some coal through U.S. export agents, but in that year it established its own export department and appointed agents in South America and Europe. In Japan, Island Creek formed a subsidiary sales company in a joint venture with Great Lakes Carbon Corp. and opened an office in Tokyo to deal with Japanese steel and gas manufacturers.

Through tests made both in the United States and abroad, Island Creek demonstrated to foreign buyers that its coal possessed cost-saving advantages to offset the relatively high transportation costs. Island Creek sent technical experts abroad to supervise carbonization tests.

In working out logistical problems, Island Creek used modern, rapid-loading colliers carrying 70,000-90,000 tons of cargo. The company's mines are provided with huge storage facilities and automated loading machinery to expedite orders.

Island Creek opened up the Virginia Pocahontas seam specifically for exporting, and instituted a mailing in four languages promoting coal from these mines. Units of this series were mailed at regular intervals to steel producing companies in several foreign countries. Island Creek's overseas representatives and company executives traveling abroad called on prospective customers.

Total output pre-sold

Through intensive marketing efforts, Island Creek sold the entire expected output (two million tons per year) of its second mine for export on long-term contracts of ten to twelve years four months before starting production at the mine.

Two additional mines in the seam are under construction, and one half and three fourths of their respective production have already been sold on long-term contracts.

Island Creek has adapted its long-term contract concept of selling to the foreign market.

The company brings foreign agents and Japanese sales people to the United States, for training at the company headquarters, in the mine, and at Hampton Roads.

U.S. export goal: $50 billion by 1973?

"The Commerce Department has been thinking about setting an export goal of $50 billion for 1973 . . . a very ambitious goal and one that will not be achieved without vigorous, across-the-board Government action," Assistant Secretary of Commerce for Domestic and International Business Lawrence C. McQuade declared in testimony before a Congressional unit Jan. 13.

To reach the $50 billion level, exports must continue to grow each year by 8.3%, as they have since 1964, he told the Subcommittee on International Exchange and Payments of the Joint Economic Committee. He emphasized the need for reaching such a goal, to maintain a balance-of-payments trade surplus in the face of expected rising imports.

Secretary McQuade described three approaches to the problem of achieving a satisfactory annual trade surplus of about $5 billion:

- **Anti-inflation efforts to hold back excessive import demand and keep U.S. products competitive in export markets;**
- **New incentives to exporters, and expansion of current Government trade promotion programs;**
- **Attacks on non-tariff barriers to U.S. exports, and on tax disadvantages to U.S. companies engaging in competition with enterprises in other nations, particularly in Europe.**

Looking ahead at overall world trade patterns, Secretary McQuade saw two major imponderables: the effect of growing activity by international corporations, and the impact of the spread of technology into more and more countries.

He reviewed current export expansion programs of a promotional or informational nature within the Commerce Department. On new measures to stimulate business action, he said "the biggest sure-fire incentive would be sufficiently greater profitability so that top management sees a profit 'plus' in exporting."

He then referred to the attractions of tax incentives, either in the form of tax deferment on export earnings or an extra deduction for export promotional expenses. He also suggested strengthening U.S. export credit facilities and assisting industries with export market identification.

AMA international seminars focus on plans, trademarks

The American Management Assn. will sponsor two meetings for international businessmen the first week in February.

An orientation seminar on International Long-Range Planning will be held at AMA headquarters, New York City, Feb. 3-5. The program will include case studies of several large corporations now operating successfully abroad. International mergers and acquisitions and the role of the planner are also on the agenda.

A briefing session on Protecting Your Trademarks in Domestic and Foreign Markets is scheduled for Feb. 5-7 at AMA Headquarters. Speakers include trademark attorneys from a number of companies and C. Morton Wendt of the U.S. Patent Office. Time will be allowed for a discussion of individual registrant's problems.

For further information, **write:** American Management Assn., Inc., 135 West 50th St., New York, N.Y. 10020.

Olive hearing postponed

The U.S. Tariff Commission's hearing on imports of olives into the United States, which was scheduled to begin Jan. 13, has been postponed indefinitely. The hearing was announced in the *Federal Register* of Oct. 29, 1968.

Cleveland making plans to hold World Trade Conference

The Cleveland World Trade Association will sponsor the 24th Annual Cleveland World Trade Conference on May 22, in conjunction with the 1969 World Trade Week.

Presentations and discussions will highlight current programs regulating foreign direct investments, the potentials of the container, U.S. relations to customs unions, and the United States in world trade.

For further information, **write:** Cleveland World Trade Assn., 690 Union Commerce Building, Cleveland, Ohio 44115.

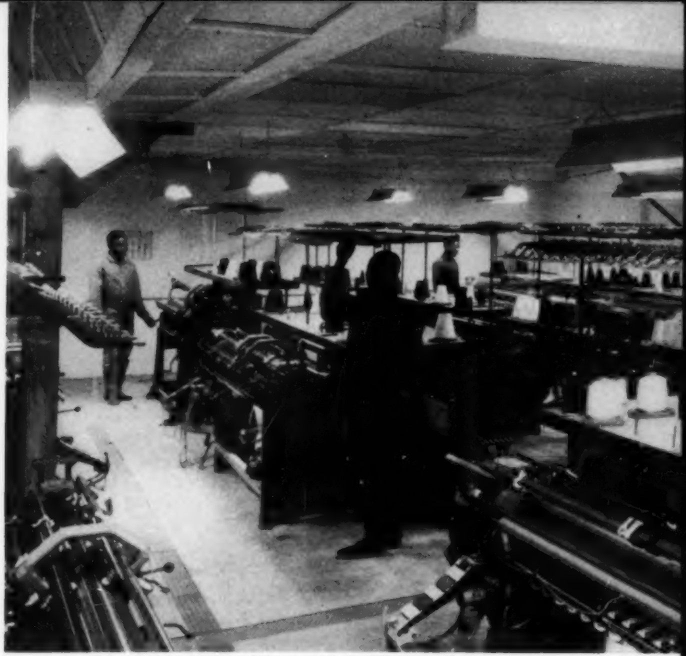
Ethiopia lowers prior deposit on some imports

The Exchange Controller of the National Bank of Ethiopia has announced a reduction in the prior deposit required of Ethiopian importers applying for foreign exchange licenses for the importation of certain goods.

Since Apr. 1, 1968 prior deposit in an Ethiopian bank of either 100 or 150% of the c.i.f. value has been required for importation of a large number of commodities. The recent announcement provides that importation of those goods previously requiring 150% prior deposit will now require only 100%. Goods which previously required 100% deposit have not been affected by the new measure.

A complete listing of commodities requiring 100% prior deposit by the Ethiopian importer is available upon request to the Africa Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

IN CAMEROON CAPITAL OF YAOUNDE President Ahmadou Abidjo provided a ceremonial welcome for members of the U.S. Trade and Investment Mission.



IN CAMEROON, INDUSTRY CONTACTS were made at such plants at this modern Safritex textile factory in Douala, which was visited by mission members.

U.S. TRADE MISSION REPORT

Lively market growth seen

In Cameroon:

- Considerable interest is shown in U.S. capital equipment
- Imports are climbing rapidly to meet growing needs
- New industries are springing up
- Country's investment code liberal

In Ivory Coast:

- Buyers are becoming more receptive to goods from other-than-French sources
- Industrial output jumped 361%, 1960-67, to reach $240 million
- Imports slated to rise 40%, 1970-75
- Suppliers worldwide court this market

Some immediate opportunities for U.S. suppliers and investors, as well as a variety of long-range possibilities, are reported by a U.S. Trade Mission to Cameroon and Ivory Coast, after spending a month there assessing markets in these young African nations.

Four business executives, a State Senator, and two Commerce Department officials were in each of the countries about two weeks last fall, promoting specific business proposals submitted by U.S. firms and looking for commercial leads to bring back for consideration by companies across the United States.

They found promising prospects in all of the interests on which they were focusing: Agricultural and food-processing equipment, construction machinery, chemicals and pharmaceuticals, consumer goods, and investment.

Continuing progress

Cameroon's imports are at record levels and still climbing. Although the country has an extensive import licensing system, and has tariff preferences favoring the European Common Market, prospects seem good for increasing U.S. exports—particularly capital equipment—as duties may be waived on imports of products considered essential to the economy. Moderate Government policies and a favorable investment code combine to offer an attractive climate for investors.

The Ivory Coast economy is booming. Increasing demand for both capital and consumer goods is expected. The country's foreign exchange position is strong, its trade balance substantial, and Government policy toward repatriating capital and profits is liberal. Crop diversification and processing of domestic resources are emphasized.

IN IVORY COAST, DEVELOPMENT PROJECTS were a major item of discussion, relating to numerous specific business proposals for purchase of U.S. goods.

IN IVORY COAST, AN AMERICAN WEEK held at Abidjan brought together Finance Minister Bedie (left) and U.S. Ambassador George Morgan (right).

for Cameroon, Ivory Coast

Although both countries are French-oriented, both are interested in broadening their trade patterns to include sources other than traditional suppliers. Both countries have Investment Guaranty Agreements with the United States.

Welcomed by President

The Mission traveled first to Cameroon, where the members were received by President Ahmadou Ahidjo in Yaounde, the capital. They also went to Douala, the country's commercial center, Victoria and Buea. Some members visited other towns.

In Ivory Coast, the visitors spent most of their time in Abidjan, the capital, and in Bouake, the second city in population.

Everywhere, they talked with local businessmen interested in commercial relations with U.S. firms. They also talked with Government and trade association officials.

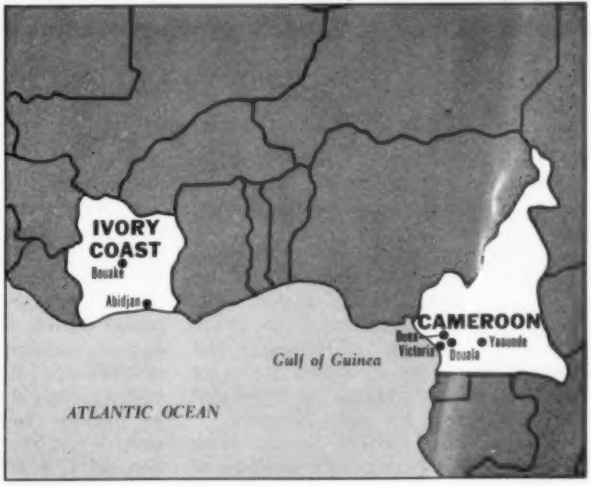
In each country, some 25 business establishments—such as farms, dairies, breweries, factories, research laboratories, plantations—were visited.

The Mission returned to the United States with 120 specific trade and investment opportunities, most of which are listed in this issue of INTERNATIONAL COMMERCE (pp. 40-41, 43-50).

Conference

For the benefit of the U.S. business community, all members of the mission expect to be available on Feb. 5 at a terminal conference sponsored by the African-American Chamber of Commerce in the St. Regis Hotel, New York City. Firms wishing to arrange for individual interviews with any of the participants should communicate with the Commerce Department's New York Field Office, Federal Bldg., 26 Federal Plaza, New York City, 10007; or telephone Code 212, 264-0634.

On the following pages, reports from each of the Mission members, for each of the countries visited, are presented. In addition, William H. Zimmerman, president of the American Business Clubs of Ivory Coast, reports on an American Week display sponsored by his organization in Abidjan and opened while the Mission was there.



REGIONAL MAP shows Cameroon and Ivory Coast in African perspective.

READY FOR BUSINESS, mission members line up in front of Government building in Yaounde. From left, Bursley, Bligh, Miller, Conger, Seeley, Samton, Kalibala.

MISSION REPORT: THE MARKET

Cameroon strides ahead

Imports climbing; interest growing in sources other than traditional suppliers

By STEPHEN M. CONGER
Mission Director

This is a good time for more American businessmen to look into the markets of West Africa, and Cameroon is a good place to start.

Interest is mounting there in diversifying trade and investment relations beyond the traditional European sources. The United States is a preferred choice in the eyes of Cameroonian policymakers and businessmen, many of whom are eager to have the advantages of advanced American know-how and equipment.

This is the message which came through loud and clear to the members of the U.S. Trade and Investment Mission during two weeks of talks with Cameroonian officials and businessmen and visits to manufacturing and service facilities in that country.

Cameroonian imports have taken a hefty leap upward. They hit $185 million in 1967, up 29% from the year before and more than 80% above the 1962 level. The big gainers in the 1966-67 period include finished products for industrial consumption (up 31% to $50 million), consumer goods (up 32% to $17 million), fuels and lubricants (up 36% to $8 million). Imports of industrial machinery and equipment came to $22 million, up 11% from 1966.

U.S. exports to Cameroon also have gained strongly, but not at quite as high a rate as total Cameroon imports. In 1967 the United States shipped $9.8 million worth of products to that country, up 27% from the preceding year and 72% above the 1962 figure. Major categories include construction and mining machinery ($1.9 million), rags and other waste materials from textile products ($1.6 million), agricultural tractors $828,000), mechanical handling equipment ($653,000), iron and steel pipes and tubes ($627,000), unmanufactured tobacco ($524,000), and milled rice ($368,000).

U.S. investment in Cameroon consists

MISSION DIRECTOR CONGER, author of this article, exchanges views with Chief V. E. Mukete, President of the Victoria Chamber of Commerce and Chairman of the Cameroon Development Corp.

so far of only about a dozen enterprises, mainly in banking, petroleum exploration and marketing, and a shrimp fishing and processing venture.

Its present national identity having been established only in 1961, Cameroon is a young country. Its industries are developing with the vigor of youth. Of the more than 100 principal manufacturing entities in the country, almost half have been established since 1962. At least 23 sizable enterprises are in formation or under active consideration. These projects encompass a wide range, including food processing operations, textiles, plywood, other woodworking, printing, petroleum distribution, perfumes, cement, fertilizer, brewing, glass and metal working. Moreover, many of the older firms are expanding their already successful operations—an outstanding example being the country's beer and soft drink giant Brasseries du Cameroun.

Capital goods needed

Cameroon's burgeoning industry provides some attractive prospects for selling U.S. capital goods, as well as industrial materials and supplies. There are also good opportunities for investment in manufacturing facilities.

Action is accelerating in the area of services, especially tourism, transportation and communications. American businessmen would be well-advised to consider these opportunities. Two U.S. firms are expected to bag a $4½ million contract for the supply and installation of telecommunications equipment in Cameroon.

Promising prospects for U.S. business were found in nearly all sectors of the mission's focus—especially in agricultural equipment, food processing, packaging, materials handling industrial machinery, construction, chemicals and pharmaceuticals. The articles by mission members in this issue of INTERNATIONAL COMMERCE spell out some of the specific openings.

Two-market country

Cameroon is a two-market country. It consists of East Cameroon and West Cameroon. The former is by far the larger, comprising 80% of the country's population and accounting for nearly 95% of total imports. Nevertheless, West Cameroon, with a population of 1.1 million and imports of $10.5 million, merits the attention of anyone thinking of doing business in the country. The Mission members found interest in American products and investment at least as great in West Cameroon as in any other part of the country. Some of the most interesting and well-documented trade and investment opportunities submitted to the mission came from West Cameroonian businessmen.

Reflecting its history as a trust territory administered by the United Kingdom, West Cameroon relies as heavily on the English language as East Cameroon does on French. So, if a businessman plan to approach the West Cameroon market, he should make his pitch in English. It is at least as important to use French in letters, labeling, promotional materials and servicing instructions, when following up on a lead in the eastern portion of the country. If the prospective supplier doesn't adhere to these guidelines he will waste just about any effort he may spend there.

the author

Stephen M. Conger, Deputy Director of the Commerce Department's Africa Division, served as a member of the U.S. delegation to the recent tariff negotiations held in Geneva under the auspices of the General Agreement on Tariffs and Trade. He participated in the first negotiations between the United States and the European Economic Community on EEC's common external tariff, and in the "Dillon Round" multilateral tariff negotiations.

Conger graduated from Princeton University in 1948, and received a Bachelor of Foreign Trade degree from the American Institute of Foreign Trade, Phoenix, in 1950.

Cameroon provides the U.S. exporter and investor with bonus markets through that country's membership in the Central African Customs and Economic Union (UDEAC). Products may move duty-free between Cameroon and the other three member countries, Central African Republic, Congo (Brazzaville) and Gabon. In effect this expands the Cameroon market, with imports of $185 million and a population of 5.4 million, to an aggregate UDEAC market of around $380 million of imports and a population of close to 8½ million.

Preferential treatment

The topic of import duties and customs regulations invariably focuses attention on the UDEAC's preferential tariff structure which favors the six countries of the European Communities (Belgium, France, West Germany, Italy, Luxembourg, Netherlands). This preferential treatment is implemented in the form of a customs duty which applies to all countries outside the UDEAC and the EC. The rates average between 20% and 30%, with 20% being the mean for most capital equipment.

Cameroon also requires import licenses for products from all sources except France and the other franc-zone countries. For products coming from the five other EC members, import licenses are issued freely. Imports from the United States and other sources outside the UDEAC and EC are subject to licensing requirements based on quotas.

These preferences and quantitative restrictions are not as serious impediments as they may appear at first glance. Many Cameroonian enterprises—both locally and foreign-owned—enjoy benefits under the country's liberal investment code. The code provides incentives which include exemption from the import duty and quota restrictions. Thus, there are a good many opportunities for American exporters to compete on equal footing with EC suppliers. The proof of this pudding is nearly $10 million worth of U.S. sales to Cameroon in 1967.

Cameroon may still be a relatively small part of the world market, but it offers some good opportunities. They won't fall in the businessman's lap, though. So, if he wants to take advantage of them, he should take the trouble to travel there, look at the market and talk with his counterparts. He will find unsurpassed hospitality as well as a surprising number of business opportunities.

MISSION REPORT: ACTIVITIES

Varied schedule enabled members to identify best leads in Cameroon, included discussion with President

Meetings with officials, plant visits, individual interviews helped members gather information for traders back home

By JAMES F. SEELEY
Mission Trade Development Officer

The variety of activities undertaken by the Mission in Cameroon was in keeping with its objective of identifying those areas which offer the greatest potential for U.S. businessmen. Each member sought a general knowledge of the country as well as a more specific understanding of the opportunities related to his particular interest.

The mission was honored by having the opportunity to meet with President Ahmadou Ahidjo. The members were impressed by his strong interest in expanding U.S.-Cameroon trade and investment. In addition, the group was briefed on the economy by Cameroonian Government representatives from the Ministries of Plan and Development, Commerce and Industry, Finance, and Foreign Affairs. From these discussions, the Mission members obtained an idea of the priorities established by the government under the present Five-Year Development Plan. They also talked with the Prime Minister of West Cameroon and with other officials of the state governments of East and West Cameroon. The planners at every level seemed willing to consider all private projects, even though priority is given to those which fall within the Plan.

Following the meetings with Government officials, the members swung into a round of business discussions and plant visits that broadened their knowledge of the country and provided them with the detailed information which they have incorporated in their articles and which they will share personally with businessmen across the country during a series of debriefing sessions in coming months.

ONE OF CAMEROON'S MOST MODERN PLANTS, the Safritex textile mill in Douala produces bright woven cloth with up-to-date methods and equipment, in completely air-conditioned surroundings.

Mission activities

The Mission was in Cameroon 14 days, visiting Yaounde, Victoria, Buea and Douala. In addition, individual members made special trips to other cities including N'kongsamba, Kribi, Garoua, and Edea. The majority of the Mission's time was spent in Douala, the commercial capital and leading port of Cameroon. There the group made its headquarters at the Chamber of Commerce where a special sample display with products from 11 U.S. manufacturers was featured. Exhibit and Mission effectively complemented one another.

The Mission had more than 80 business interviews which resulted in some 50 specific trade and investment opportunities, most of which are published in this issue of INTERNATIONAL COMMERCE. In addition, the Mission brought back detailed information on a number of contemplated projects which have been proposed by the Government; this information is available to U.S. firms. **Write:** Africa Division, BIC-884, U.S. Department of Commerce, Washington, D.C. 20230.

The mission not only received proposals; it also carried with it some 280 U.S. business proposals to present to the Cameroon business community. The response to these proposals indicated a particular interest on the part of the Cameroon businessman in smaller agricultural implements and in basic industrial equipment suitable for a developing economy.

The exchange of business proposals represents what the Mission hopes is only the beginning of a greater dialogue between the business communities in the two countries. Many Cameroonian businessmen accept the premise that investment follows trade, and they are eager to trade more with U.S. firms.

TWO CAMEROON BUSINESSMEN talk about opportunities with Seeley, who wrote accompanying article.

Kept on the run

The Mission Director, Steve Conger, in addition to his other duties was kept busy with protocol visits and radio and press interviews, enabling the business members to spend time on interviews and plant visits.

Henry Samton for his part delved immediately into the problems and opportunities in the food industry. He visited a cocoa butter plant, a brewery, a chocolate factory, a shoe plant, an oil and soap operation, a candy factory, and a box and plastic making facility. In addition, Samton joined others of the Mission in visiting the power station at Edea, which supplies the energy for ALUCAM (the aluminum plant) that has an annual output of 55,000 tons.

Gilbert Bursley, whose interest included both chemicals and tourism, interviewed several pharmacists, visited a perfume and cosmetic factory, and investigated the opportunities for tourism development in Yaounde, Douala, Kribi, Victoria, Buea, and Garoua. The tourist industry has an important position in the Five-Year Development Plan and offers U.S. exporters and investors attractive opportunities.

Henry Miller, with a special interest in consumer products and retail services, visited most of the major retail outlets in Yaounde and Douala and reviewed their distribution system. His close acquaintance with the French retail industry allowed him to assess accurately the problems and opportunities for U.S. firms in the Cameroonian retail field.

Ernest Kalibala visited all the major banks and familiarized himself with their policies and practices. In addition, he paid particular attention to the investment climate as it relates to U.S. firms.

Francis Bligh, with special expertise in agricultural equipment, worked closely with Samton in assessing the potential for agricultural development in Cameroon. He visited, among other places, an agricultural experimental station, banana and cocoa plantations and land development sites. He also visited an agricultural equipment and forging plant which turns out hand tools and axes for use in Cameroon. He was particularly impressed by the growing market for U.S. construction equipment.

Also traveling with the Mission in Cameroon was Metcalf Walling, the West African Director for the International Executive Service Corps (IESC). Walling acquainted local firms and Government representatives with the IESC program, which provides mostly retired American specialists to governments and firms in developing countries for periods of one to six months. In addition, he participated in several radio interviews, as did the members of the mission.

the author

James F. Seeley is an international trade specialist in the Commerce Department's Office of International Investment. Prior to joining the Department, he held a position in the International Department of Regie Nationale Renault, Paris. He has represented the Department of Commerce at the Chicago International Trade Show, worked in the Office of the Special Representative for Trade Negotiations. Seeley graduated from Stanford University.

This intense program was organized to give the Mission maximum exposure to the economy in a relatively short time. Judging from the understanding which the members were able to acquire, the effort was worthwhile. It remains for the American business community to take full advantage of their findings and to follow up on some of the opportunities the Mission members have identified.

American businessmen visiting Cameroon are urged to call on the Economic Officer at the U.S. Embassy in Yaounde and/or the Consul in Douala for assistance.

What to expect

The U.S. businessman must first adapt himself to the business hours, which in general run from 8:30 to noon and from 2:30 to 6 p.m., Monday through Friday, and from 8:30 to 1 p.m. Saturday. Banks are open to the public from 8:30 to noon and 3 to 4 p.m. The mission found no problem in adjusting to good French cuisine in the local restaurants. Prices are relatively high, as most of the food served is imported. Hotel accommodations are good in Yaounde and Douala.

Douala has an international airport and is one of the most important communications centers on the West Coast of Africa. Telecommunications with Paris are good owing to recent improvements.

MISSION REPORT: FARM EQUIPMENT

Priority on agriculture creates exciting openings for U.S. firms

Drive for self-sufficiency in rice offers the highest promise; EEC's headstart will require imaginative U.S. sales approach

By **FRANCIS L. BLIGH**
Eversman Manufacturing Co.
Denver, Colo.

Cameroonian emphasis on agricultural development presents exciting sales and investment opportunities for U.S. business.

The Cameroonian Development Plan aims to double the per-capita gross domestic product between 1960 and 1980. This requires an average annual growth of the economy of 5.6%, provided the annual birth rate continues at the present estimated 2.1%. The Plan's objectives for agriculture are:

1) development and diversification of agricultural production to satisfy population needs.

2) intensification of agricultural production for export.

3) development of internal distribution of agricultural products to provide the average Cameroonian with a more balanced diet.

The people's diet is based on the consumption of high starch content foods such as manioc, cocoyams, plantains, bananas and corn. Demand for rice is increasing very rapidly and is expected to reach 34,000 metric tons yearly by 1970-71. Local rice production is insufficient, and it is being imported at an annual rate of about 8,000 metric tons.

The relatively high price of rice (approximately 17¢ per pound retail) and the Cameroonian Government's interest in increasing production would favor large-scale, fully-mechanized paddy rice production. U.S. agribusiness and expansion-minded U.S. rice growers should find sales possibilities for rice combines, special tractors, drying equipment, border plows, ridgers, storage and sacking facilities.

Only about 20% of existing cropland can be utilized each year due to a "cut and burn" method of land preparation and the lack of animal or engine-powered tillage equipment, which combine to create a serious shortage of land suitable for cultivation in many areas. Introduction of simple riding or walking tractors and implements is feasible and under these conditions very desirable and logical. Such equipment can also be used by vegetable and fruit growers, some of which are developing into sizable operations around urban centers.

Although the level of mechanical competence is low among the rural population, a number of simple but adequate repair facilities for motorized vehicles have sprung up at the village level, which could be developed into suitable service centers.

Extensive land-clearing operations with heavy, specialized equipment are needed to realize Cameroon's full potential for raising export crops (coffee, cacao, palm oil, peanuts, cotton, rubber, lumber), and to satisfy the land hunger of the small farmers. Possibilities are excellent for selling such equipment as bulldozers, loaders, logging equipment, tree shredders, herbicide applicators, land levelers, scrapers and ditchers. There are equally promising opportunities for contract work and investment by U.S. companies.

Although Cameroon's needs are chiefly filled by European Common Market suppliers, possibilities for imaginative selling of specialized U.S. equipment exist in many fields, such as agricultural development, road construction, fisheries, and railroad equipment. Cameroon appears eminently suitable for large-scale contract investment operations with Cameroon Government participation assured. Mission members believe that advanced U.S. techniques and organizational talents should produce very satisfactory rewards if new and imaginative ways can be proposed to satisfy the country's needs.

Cameroon's stability and rapidly growing internal market, its enlightened, pragmatic government and favored access to the European Common Market represent a superior combination which merits careful consideration by U.S. firms interested in foreign trade and investment.

OFFICIAL OF U.S. VOLUNTEER MANAGEMENT GROUP (IESC), Metcalf Walling (r.) accompanied mission in both countries. IESC (see p. 7) provides retired U.S. specialists to developing nations.

the author

Francis L. Bligh is vice president of the Eversman Manufacturing Co., Denver. He has managed the development of export business, arranged manufacturing licensing agreements, and established plant operations in Europe and South America.

In addition to graduating from the College Royal Francais, France, Bligh has attended Friedrich Wilhelm University in Berlin, State University, Leipzig, and the London School of Economics.

MISSION REPORT: FOOD PROCESSING, PACKAGING

'Making do' pays off in Cameroon not only for local businessmen, but for their overseas suppliers

French phrase 'il faut se debrouiller' on overcoming obstacles typifies market; U.S. goods face tariff system that favors EEC

By **HENRY A. SAMTON**
Miltenburg & Samton, Inc.
New York, N.Y.

"Il faut se debrouiller—you have to hustle and make do with what is at hand." Cameroonians have done so for years, overcoming shortages of capital, the caprices of the international commodity markets and the low living standard of the people. The French businessmen remaining after independence have done likewise, struggling with regulations of the now-independent nation and the high cost of living. Both have been reasonably successful.

Tariff system favors EEC

U.S. exporters operate under the handicap of a preferential import tariff and licensing system which favors European Economic Community suppliers, as well as the general French orientation of the Cameroon economy. They can, however, be successful if they also hustle and make do with what is at hand.

There is good potential for sales of American food processing and packaging equipment to industries newly created under Cameroon's investment code. For one thing, such equipment is not subject to tariff preferences. At present, however, U.S. manufacturers in general are handicapped by not having representation in Cameroon and by not being aware of what projects are being undertaken or planned. Also, investors from France and other countries give preference to equipment from their own countries.

Sources of information

American manufacturers can obtain information on current or planned projects by keeping in touch with the U.S. Department of Commerce in Washington (Bureau of International Commerce) or with its Field Offices. Another way is through the press and business journals. A better way is to have representatives in Cameroon; many reputable Cameroonian firms have expressed an interest in becoming agents for American firms.

The Five-Year Development Plan (1966-71) has a long list of food processing ventures. However, establishing a viable industry requires special effort, possible financial investment, undoubtedly the supply of know-how, and preferably the erection of a factory on turnkey terms. However, if such assistance is given, the rewards can be very great for the development of the country as well as for the entrepreneur.

No country I have seen lately has a more favorable combination of circumstances—government assistance, free transfer of profits and shutting out imports of competing products, to name only a few.

It also appears to me that joint ventures with American firms would be well received, due to high regard for U.S. technical abilities and capacity to import the products of such enterprises. A recent venture of an American company with a Cameroonian fishing enterprise is a case in point. It will soon start to process locally-caught shrimp and export them mainly to the United States. Fish is abundant; the country is open to more ventures leading to more opportunities to sell processing, freezing and cold storage equipment.

the author

Henry A. Samton is president of Miltenberg & Samton, Inc., New York City, exporters and export agents specializing in food processing and packaging machinery with branch offices and agents in 36 countries abroad. He studied law and economics at Universities in Berlin, Munich, and Heidelberg. He received his Doctor of Law Degree in 1932, came to the United States from Germany in 1938 and organized Miltenberg & Samton in 1945.

Samton, proficient in three languages, is director of Super Dina Renault, S.A., Mexico City and of the Export Credit Corp. in New York City.

Leads on canning

A cannery is wanted and could be highly successful. Pineapples, possibly citrus fruits, tomatoes and nearly all other kinds of vegetables could be canned and pressed for juices. However, such undertakings should give technical assistance to the growers and prepare the infrastructure of the crop area. This is an area where American know-how would be particularly valuable.

An intriguing fruit is the avocado, which is grown in quantities exceeding 20,000 tons each year. Most of it is consumed locally, and small quantities are exported by plane. A factory for preserving or producing paste and oil would be desirable.

The government in East Cameroon has staked out four blocks of about 10,000 acres each for the development of the oil palm. Palm oil is the main cooking oil in Cameroon. Each block will have a pressing plant in its center. Three are being financed by international bodies; one is open for investment. This palm oil project will undoubtedly take years to develop.

Want to process coffee

One of the major projects of the present Five-Year Plan is the establishment of a plant to make soluble coffee. Such plants exist in several coffee-growing countries, including Brazil, Ivory Coast and San Salvador. The desire for such an enterprise was mentioned everywhere I went in Cameroon, so that it appeared to be an object of national pride and a feasible project. Considerable public and private funds would probably be made available for such a project, whose treatment under the investment code could be so favorable that the normally high manufacturing costs should be no major hindrance.

The Cameroonians are anxious to have the newest process for freeze-drying coffee—only recently introduced in the United States and not so long ago in Europe. This coffee comes nearest to the freshly brewed article. Three propositions concerning this process are presently before the authorities and may be acted upon shortly. U.S.-developed machinery for freeze-drying coffee is considered superior,

HIGH REGARD FOR U.S. TECHNICAL ABILITIES should make Americans welcome in joint ventures in food processing and packaging, says author Samton, shown here talking with Cameroon businessman. The principal Cameroonian agriculture products are coffee, cocoa, bananas, cotton and livestock.

and, in the opinion of the writer, a proposal by a U.S. company would be given preference, especially if it can provide for purchasing a major part of the output. But speedy action is necessary!

U.S. refrigeration equipment and its local service are well regarded; it is easy to sell despite customs duties. However, export markets would probably be the mainstay of any new soluble coffee ventures, whether using freeze-dried or other processes.

The beer, soft drink and cigarette industries are well equipped and prospering. Milwaukee brewery machinery is prevalent in the factories of Brasseries du Cameroun, which are constantly expanding. Cameroonian consumption of beer is the highest per capita in Africa. A new brewery may come in. Bottles will be made locally next year. A crown cork factory is contemplated.

There are two factories converting about 26,000 tons of locally grown cocoa beans into cocoa butter and cake for export, one recently established by Japanese interests. France and Europe take most of the butter, the United States most of the cake.

Fifth in cocoa output

Cameroon is the world's fifth-largest cocoa producer. The entire outlook of Cameroon's budget and balance of payments benefitted from the recent world shortage of cocoa and the resulting price increase. Last year the Cameroonian farmer got a guaranteed price of 12.7¢ per pound (70 CFA francs per kilogram), compared with a world market price of about 39¢ per pound. The greatest part of the difference is for the benefit of the government (export duty).

Bananas, however, produce lower earnings. The banana crop has suffered through Panama disease and will be low for years to come.

Factories needed

A chocolate and candy factory producing upwards of 5,000 tons per year has been operating for a little over a year completely equipped with European machinery. A biscuit factory is being erected, and an investment permit has been issued for a chewing gum factory which is to be built by May. There is a small meat-canning plant in the far north; more are needed. A small can-making facility is urgently required for the nation's industries. At present, printed and flattened cans are imported, and reformed in Cameroon.

A dairy industry is practically non-existent and difficult to develop due to lack of dairy cattle and unsuitable conditions for raising such animals in the tropical forest. Imports of dairy products are unusually large, but milk consumption is very low. The situation calls for the erection of one or more large milk reconstitution plants of the type existing for the lunch-program of the Mexico City school children. Imported skim milk plus vegetable fat would give liquid milk comparable to the fresh product, drastically improving the local diet. This would require cold storage facilities and refrigerated trucks. American suppliers should engage agents to begin selling this storage equipment.

Agency for International Development (AID) and Peace Corps volunteers help in livestock development and poultry operation. There is much to be done, and large-scale poultry establishments and feed mixers would find a ready market for their products.

No discussion of Cameroon agricultural development is complete without mentioning the Cameroon Development Company, the largest employer in West Cameroon, which has ambitious plans for the palm oil industry.

International tenders

Financing of its large-scale plantation program is being done by the World Bank ($18 million) and the European Economic Community ($6.4 million). Procurement of supplies financed by World Bank funds is through international tender. Information on this program is available from the World Bank headquarters at 1818 H St., NW., Washington, D.C. 20433.

A sugar refinery has begun to operate in M'Bandjok and will before long satisfy the country's requirement for sugar. An area for cane growing is presently being developed.

The Bastos cigarette factory at Yaounde is well equipped. It uses 50% locally grown tobacco with most of the remainder being imported from suppliers in the United States.

The box factory in Douala does a fair job of supplying the banana and cocoa butter industry with boxes made from corrugated sheets supplied from France. Next year corrugated paper will be made in Cameroon, creating an initial demand for 5,000-6,000 tons of kraftboard, much of which could come from the United States. Folding boxes are not made in Cameroon, but, in view of the country's rapidly developing industry, they ought to be produced locally—a chance for American equipment.

The local soap factory is extending to detergents; packing equipment has not yet been bought.

The rapid industrialization of the last few years and the attention of the planning authorities to agriculture and forest processing indicate that the next several years could see an increased conversion of locally grown food for consumption.

The bus is ready to depart, and many suppliers and investors may find themselves left at the curb if they do not act now.

MISSION REPORT: CHEMICALS

Long-range potential in Cameroon seen for suppliers of drug items, cosmetics, fertilizers, plastics

Market is perhaps strongest for agricultural chemicals, which are likely to be needed in quantity for some years

By GILBERT E. BURSLEY
State Senator, Lansing, Mich.

"Dramatic development during the past decade" would be my summary observation on the Federal Republic of Cameroon—in reflecting back to my visits there in 1956 and 1957 as American Consul stationed in Kinshasa. The same cannot be said for some African areas.

The Cameroon market has long-range potential for U.S. exporters of chemical products. Investors also will find opportunities for joint ventures in new plants making fertilizers, pesticides, cosmetics and plastics. The country is politically stable and is able to balance its budget. As in all African countries, the degree of sophistication varies greatly in business and government circles—but we met impressive men in each area.

France has the most prominent role in Cameroon's external commercial relationships, but the door is not closed to others. Most impressive to me was the personal assurance from President Ahidjo, a singularly astute man, that Cameroon is eager to broaden her commercial relations among many more nations now that independence has been attained.

Focus on farm chemicals

Opportunities exist in Cameroon for U.S. producers of pesticides, fungicides and herbicides, fertilizers, plastics, cosmetics, pharmaceuticals, paints, and soap —in fact, in most chemicals, especially agricultural.

Pesticides, fungicides, and herbicides will be needed in quantity for years. Recently Pechiney-Progil, Procida and Shell-Cameroon were partners in a venture to build a factory for these products, but it is my understanding that this fell through, and imports—presently from France—are still necessary.

In West Cameroon, U.S. Agency for International Development technicians report a strong need for pesticides. Malathion and DDT have been effectively used against potato bugs, for example. Hexachlor also has been effective. Farmers use backpack sprayers, but good ones are costly. The demand would be for the least expensive type that could do the job. Chemicals for control of livestock and poultry parasites are in great demand. Long-range improvement of livestock is a major government objective. Buea suffered last year from a devastating grasshopper plague.

Bananas have suffered so from Panama disease that authorities are switching production from the disease-prone Gros Michel type to the hardier and disease-resistant Poyo variety. Although much more productive this banana also requires much more attention.

The important cacao crop is threatened by an insect (capsid) and a fungus (brown pod rot). U.S. AID funds have been used effectively to demonstrate the value of chemicals applied from portable sprayers.

Production education needed

There will be not only a continuing need for chemicals and related equipment but also for further education of farmers on the best production and cultural practices—including the use of manure, compost, and commercial fertilizers. Nitrogen, for example, has greatly increased corn yields in West Cameroon.

Plants manufacturing fertilizers and pesticides, herbicides, and fungicides are needed. Joint ventures with U.S. capital and know-how would be welcomed. The Cameroon Government hopes to attract private capital for construction of a fertilizer plant producing 60,000 tons on the basis of imported sulfur and ammonia.

Cotton is grown in the Garoua region in North Cameroon. A modern semi-automated $4 million plant with 240 employees produces cotton textiles near Garoua. The plant manager showed me some U.S. machinery in use there. (Close to one year is needed to obtain delivery in North Cameroon of equipment ordered in the United States.)

DRAMATIC DEVELOPMENT, WITH STILL MORE TO COME is verdict of old Africa hand Bursley on Cameroon's economy. Below he talks with a businessman who wants to be part of that development.

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Market profile—Cameroon

Area: 184,000 square miles, with four distinct regions: coastal plain, central plateau, mountains in west rising to 8,000 feet, and savannah sloping toward Lake Chad.

Population: 5.6 million (mid-1968). Annual growth rate, 2.2%. Douala, main port and commercial center, 187,000; Yaounde, capital, 93,270.

Language: French and English are the official languages.

Economy: Predominantly agricultural, although industrial sector ranks third largest in French-speaking Sub-Saharan Africa. Cameroon is one of two African countries producing aluminum. Gross national product (GNP) in 1966 estimated at $720 million, or $136 per capita. Growth rate estimated at 4 to 5% in constant prices.

Agriculture: Main cash crops are coffee, cocoa, bananas, and cotton. 1966-67 production estimates are (in metric tons): cocoa, 85,000; coffee, 65,200; cottonseed, 55,810; bananas, 100,000. Livestock, raised in North, is important in domestic diet; some exported to neighboring African states. Livestock estimated at 1.7 million cattle, 3.5 million sheep, 300,000 pigs.

Industry: Aluminum plant at Edea produced about 48,100 metric tons in 1966. Plant envisages 60,000 tons of aluminum by 1971, with more power being made available by installation of additional power plant at Edea. About 500 enterprises, principally light industry, engaged in processing, manufacturing, and assembly.

Trade policy: Associate member of the European Economic Community and one of the countries forming the Central African Customs and Economic Union (UDEAC). Preferential tariff treatment and import licensing favor EEC and franc zone countries.

Investment: About $25 million invested in private industry in fiscal 1967. Liberal investment code has encouraged increasing amounts of foreign private investment, mostly French. Investment Guaranty Agreement with U.S. in force. Opportunities exist in food processing, fertilizer, chemical and other industries.

Finance: Currency is CFA franc (247 francs CFA = US$1). Money supply, $144 million in 1967. Banking facilities are provided by several French-controlled commercial banks, in which there is some American participation, and two primary development institutions—Cameroon Development Bank and the National Investment Society.

Imports: 1967, $185 million; 1966, $147 million. Major suppliers, 1967: France, West Germany, U.S. Principal imports, 1967: vehicles and parts; textiles of cotton, artificial and synthetic fibers; pharmaceutical products; aluminum sheets; footwear; cement; sugar; wine; steel sheets. From U.S.: machinery, agricultural tractors, iron and steel products, textile waste, tobacco, rice.

Exports: 1967, $143 million; 1966, $130 million. Major customers: France, Netherlands, U.S., West Germany. Principal exports to U.S. in 1967: aluminum, coffee, cocoa.

Proper and increased use of fertilizer would greatly increase cotton productivity per hectare. Trucking to the North from Douala is costly, however. River traffic on the Benue river, most important to Northern Cameroon, has been totally interrupted by hostilities in Nigeria. Fifty thousand tons of freight are handled annually at the Garoua "port" in normal times.

Veterinary drugs are important, and Government officials have indicated interest in establishing local vaccine production. Products obtained from neighboring Nigeria generally have not been satisfactory.

Potential for pharmaceuticals

American pharmaceutical products have a potential. We received several requests from qualified pharmacists with established businesses to represent U.S. firms. Interest was in pharmaceutical lines, cosmetics and simple laboratory equipment.

U.S. AID participation in a multidonor regional measles vaccination program has led to administering of more than 800,000 doses of vaccine to Cameroonian children between 6 months and 6 years old. Assistance has been in the form of vaccine, mass inoculation equipment (ped-o-jets), and vehicles for use by medical teams.

Cosmetics overlap somewhat with pharmaceuticals in the expressions of interest we received from the Cameroon business community. A Douala manufacturer desires to import new lines of cosmetics to add to those he now sells in the Central African Customs and Economic Union (UDEAC) area. His factory had talc from Norway for use in powders, soaps from England, and basic perfume ingredients from France. He already imports some quality U.S. products. Hair pomades are popular. On the other hand the soaps that are made in Cameroon are not cosmetic types; such products are imported from France and the United Kingdom.

Prospects in plastics

Plastics offer potential in Cameroon. We visited a plant in Douala making plastic bags and containers. One request was for plastic manufacturing machinery—injectors, molders and extruders—as well as for used molds for plastic machinery.

A major paint factory in Douala has an edge on the market through the protection accorded by the Government to industrial enterprises—by putting a high tariff on competitive imports. I received complaints, however, about the quality of these domestic products.

Technically qualified representatives of American chemical concerns should find a visit to Cameroon worthwhile. The market potential is there, particularly when viewed in the regional perspective of the four-country UDEAC group, to which Cameroon belongs.

the author

Gilbert E. Bursley represents the 18th district of Michigan in the State Senate. Before his election in 1964 and reelection in 1966, Senator Bursley was a member of the Michigan House of Representatives for four years. From 1955-57, he was U.S. Consul in several African countries, including Cameroon.

He sponsored establishment of the Institute of International Commerce at the University of Michigan.

The senator received his B.A. from the University of Michigan, and his master's degree from the Harvard Business School.

IN YAOUNDE, mission members meet with Government representatives. Jean Assoumou, Secretary General of Ministry of Commerce and Industry (left) speaking.

MISSION REPORT: CONSUMER GOODS

Cameroon is market for various manufactures, semi-manufactures; distribution outlets are scarce

Merchants realize many U.S. consumer items are sufficiently competitive to overcome duty preferences accorded others

By HENRY E. MILLER
Kirby, Block & Co., New York, N.Y.

Cameroon offers immediate possibilities for the sale of competitive consumer goods and the ever-increasing opportunity to sell American sophisticated semi-manufactures. In addition, U.S. know-how in retail distribution could be applied and would be appreciated.

The U.S. merchant going to the Federal Republic of Cameroon for the first time is struck by the overwhelming French "look" of the consumer market. He very quickly—and erroneously—feels like an outsider elbowing his way in.

Before becoming independent, most of Cameroon was French administered. Thus, there is an historic reason for the widespread acceptance of the French way of life which is reflected in the merchandise mix found in this country.

Also, the visitor quickly realizes that Cameroon had to remain in the French franc zone to get its own independent economy started. Importing goods produced in France is as easy as taking goods from California to Georgia; the only cost factors to be considered are certain taxes and transportation fees. A pre-conceived notion that American imports are more expensive than their French equivalent has resulted.

The Mission learned that this feeling is prevalent; many merchants start from the premise that customs duties on U.S. goods that enter the country hamper the competitiveness of the United States. The Mission found in the local business community, however, an underlying willingness to study this question with U.S. counterparts. A realization is beginning to set in that American merchandise in many instances is sufficiently competitive to overcome the duty preferences accorded France and the other European Common Market countries. Thus, we would do well to challenge the psychological barrier with competitive offers and to recognize the impressive potential this country has for certain manufactures and semi-manufactures.

Edge in competition

Our technology and mass production methods can give us an edge over our foreign competitors as well as the locally produced goods for at least the next ten years. As time progresses, we will find ourselves in a position where only products of high sophistication will be admitted; but this market will remain open —even then—to semi-manufactures which could be fabricated and converted by local secondary industries.

Many imports from the United States may enter duty free if they are for use by companies receiving the special advantages provided by the Government's liberal investment code. For example, fabric produced in the United States to be used by one of the local factories for making tennis shoes is coming into the country free of duty and free of import and foreign exchange restrictions until 1980!

Distribution a problem

Another striking realization has to do with distribution. There are two levels of consumer goods distribution. One is the traditional open market, which seems typically African at first glance—with street vendors abounding in all sectors of the country—but which in reality is a rather crude variety of the French "Marche de Quartier." The second level comprises stores which resemble those of the developed countries. This level is in its infancy. One finds only about a half dozen "junior department stores" in a country with a population of 5 million plus.

The adequacy of the goods offered on sale is debatable, to say the least; but the striking feature of the status of consumer goods distribution is, in the writer's opinion, the scarcity of vending outlets. People living in country towns and rural areas have to go 50, 75, or more miles to the nearest store to buy a simple item such as a shirt. The added cost of such a purchase—the time, gas, and effort spent in obtaining such an item of everyday need—staggers the imagination and points out the urgent need for strengthening the weak distribution network existing at present.

Mobile store-trucks (similar to Duttweiler's Migros trucks in Switzerland and Germany in the 1920's) making scheduled stops may be the answer, but miniature general outlets such as our 7-11 stores may do a better job in the long run.

The writer believes firmly that the need for better distribution on the retail level is worth studying and that the possibilities of joint ventures with enlightened local interest can be found.

the author

Henry E. Miller is vice president and managing director of Foreign Operations of Kirby-Block & Co., New York City. Miller, who has been affiliated with Kirby-Block for 28 years, supervises all foreign trade and marketing activities. Educated in Europe, he speaks French and German. He was decorated with the Order of Commercial Merit, rank of "Chevalier" by the French Republic in 1959.

MISSION REPORT: FINANCING

Cameroon stands by agreements, is verdict of firms that have investment experience in country

Free enterprise is encouraged within the framework of planned development; investment guarantee accord protects U.S. ventures

By ERNEST KALIBALA
Manufacturers Hanover Trust Co.
New York, N.Y.

Only a handful of U.S. firms have so far invested in Cameroon. But that may be just where the action is!

Consider that the nation's gross domestic product is growing at 4-5% per year at constant prices, that ambitious steps have been planned and taken to diversify agriculture, develop rural areas, improve the infrastructure, bring foreign trade into balance, stimulate private industry, train labor, strengthen economic ties with neighboring countries, and continue the impressive fiscal and political stability at all levels. This all underlines the fact that there are many economic reasons for considering Cameroon's economic potential.

Free enterprise welcome

The Cameroonian Government has labeled its economic program "planned liberalism", meaning that free enterprise is encouraged within the framework of planned development. Aware that the old phrase "private investment is wanted and the climate is good" is easy enough to say, we asked several companies how they felt after having put up the money. The general response was that they were on balance satisfied with the way the government had fulfilled its commitments and refrained from any marked interference in their affairs. The government seems to bargain firmly, but once it agrees to something, it stays with it.

There is a preponderance of French investment in Cameroon, such as the Alucam aluminum works at Edea and Brasseries du Cameroon. However, German, British, Italian and Japanese firms have all made recent investments.

Direct U.S. investment is still quite limited, with most of it in petroleum marketing and exploration, and in banking. A shrimp fishing and processing industry in which an American firm has a 50% interest will soon begin operation. Also, there are local agents for a number of major U.S. companies such as Caterpillar.

The place to begin in considering specific Cameroonian investment opportunities is with the Development Plan, and from there the Investment Code. Fortunately for the businessmen coming to Cameroon, the Government has a fairly clear idea of what it thinks the economy needs, and these ideas are embodied in the Development Plan. Investments in projects envisioned by the Plan are eligible for benefits under Cameroon's liberal investment code, as well as possible financial and other assistance.

Much of the emphasis under the present 1966-71 five-year plan, which calls for a total outlay of some $641 million, is in the direction of agriculture. The plan aims to satisfy internal requirements as much as possible and to earn foreign exchange. Cameroon hopes, for example, to develop food processing, increase cacao, coffee, tea, banana, sugar cane, rice and rubber output and to expand palm oil production, the single most important agricultural project under the Plan. For industries, the hope is to double the value of output, particularly by processing industries.

Investment Code

The most important factors in the Cameroonian investment picture are the virtual absence of restrictions on remittance of earnings and repatriation of capital, and the country's liberal investment code. Depending on the magnitude and the contribution which the proposed investment will make to national economic development (toward the fulfillment of the Plan), any new undertaking of an industrial or agricultural nature may enjoy one of four categories of benefits. These include exemptions from import duties and taxes on equipment and raw materials, reduced export duties, exemptions from internal consumption and income taxes, as well as guarantees that firms will not be subject for specified periods to any new taxes or duties which might be enacted after the investment is made.

Agreements concluded under the Code rose from four in 1961 to twenty in 1965 and are continuing this upward trend. Requests for approval should be submitted to the Board of Investments, which will ask for production and financial information on the proposed project. Decisions are said to take 30-90 days once the requested material is received.

An Investment Guaranty Agreement was signed by Cameroon and the United States in March 1967. Under the provisions of this Agreement, an American investor meeting certain criteria may apply to the U.S. Agency for International Development for guarantee against specific risks.

Local financing

Most of the capital required to finance the projects foreseen in the Development Plan will have to be of overseas origin, but the Government has made provisions to encourage and supply local financing.

The number of possible local partners with ample capital is limited, but the Government's own Societe Nationale d'Investissement is prepared to make an equity investment in ventures falling under the Plan, though not to a majority extent.

The Development Bank of Cameroon will lend for terms of up to five years or more, while commercial banks will lend up to five years if the investment is under the Plan and is approved by the Central Bank (in which case they can rediscount the loan if they choose). With a present rate of 5.75% per annum on five-year credits, investors have an excellent opportunity to augment their own resources on favorable terms. It is usually required that the investor or investors bring in at least 50% of the capital to gain official approval, but it appears that in practice the proportion has often been 60%, and that the remaining 40% can be raised locally.

the author

Ernest B. Kalibala, Jr., is assistant secretary of the International Division, Manufacturers Hanover Trust Co. of New York City. He has traveled extensively in the Caribbean, Europe, the Middle East, and Africa for his bank.

Kalibala, who was born in Kampala, Uganda, received his baccalaureate degree in international relations from Colgate University, a master's from Columbia, and is now a candidate for a Ph.D. in international finance at New York University.

The banks in Cameroon can be called upon to help prospective investors and in fact are happy to do so. Assistance is also available from a local firm (SOMIMEC, B.P. 449, Douala, Cameroon), which prepares market surveys, aids in developing investment proposals, handles tax and accounting records, contacts possible local partners, and can work with any of the five major Cameroonian banks. Another benefit is that all the major local banks have U.S. participations, which should facilitate the efforts of American businessmen to sell or invest in Cameroon.

Banks well operated

All the normal banking services are available, and banks are well run. They should be contacted for credit references in dealing with local business.

There is much to be said for Cameroon. Though not rich in minerals, it has a diversified economy, capable leadership, good shipping and airline facilities, and last but not least, a welcome mat for foreign investment. It would seem senseless to consider West Africa without looking into Cameroon.

IN CAMEROON, Ernest Kalibala, second from left and author of the article beginning on page 17, discussed investment with several local businessmen. He found the outlook promising.

MISSION REPORT: TOURISM

Cameroon attracting more visitors; hotel rooms in short supply

Government supports tourism in its Second Five-Year Plan

By GILBERT E. BURSLEY

German tourists have discovered Cameroon. Three thousand of them are visiting Cameroon this winter on a two-week package deal including air fare, meals and lodging for a base price of $240. Next year, 9,000 are expected.

The limiting factor is hotel facilities, which must be greatly expanded. New hotels and resort facilities require furniture and fixtures, recreational equipment, airconditioning, swimming pool filters, scuba and snorkel outfits, deepsea fishing gear, and tennis and golf equipment. There are tennis clubs and individual courts now, and golf courses in Yaounde and at Tiko.

The Danish manager of West Cameroon Hotels, Ltd., told me something of his operations and problems. He has six hotels—two at Victoria, one at Buea, two at Bamenda, and one at Mamfe—with a total of 300 beds. At Victoria he has a salt water pool next to the sea and boats available for deepsea fishing. At Buea Mountain Hotel horseback riding is offered, and mountain climbing trips (Mount Cameroon, 13,000 feet) are arranged with two overnight huts available. At Mamfe Inland Hotel, his drawing card is animals—crocodiles, hippos and monkeys the most common.

During the tourist season, November to May, his hotels are filled to capacity. He is looking for more package tours with additional tourists. To accommodate them he plans to build new hotel facilities for the 1969 season. Furniture which he will have to buy should have removable and washable linen and cotton seats. The weather is hot and incredibly humid and one sticks to a plastic seat.

Accessibility lacking

Kribi, 60 airmiles south of Douala, has a coconut palm beach. There is one small beachfront hotel. Next door a 100-bed hotel is being erected by a German firm. When we saw it, work was almost completed. Kribi's limitation is accessibility. The government is according priority to improvement of the Douala-Kribi road, presently a bouncy 6-hour ride, which could pave the way for a real tourist boom at Kribi. Presently a small airstrip handles much of the tourist traffic.

At Garoua the Federal Inspector told us of plans for a new 40-room hotel, air-conditioned and with swimming pool, to be built in the immediate future. Garoua, with a jet airstrip, is an excellent launching point for safaris. Not far distant is the Waza game preserve with almost every type of animal indigenous to Africa. Small overnight lodges are available.

There are good, but limited, hotel facilities in the major cities. What Cameroon needs is extensive new hotel construction to give a boost to tourism. The Government strongly supports tourism as a part of the Second Five-Year Plan. There are thus opportunities for U.S. investors and suppliers in the immediate future. Good roads to resort areas and linking major population centers are of the highest priority. There is an opportunity for a car rental service.

Cameroonian air travel is disproportionately expensive. The roundtrip from Douala to Garoua (tourist) is a little more than $150. Flying time each way is only about an hour and a half. But there is as much of Africa—the fauna, the climate, the geography, the people—in Cameroon as any place else on the continent.

IN ABIDJAN, THE U.S. MISSION MEMBERS attended meeting of the Ivory Coast Chamber of Commerce.

MISSION REPORT: THE MARKET

Suppliers worldwide now court Ivory Coast businessmen looking beyond traditional buying sources

Competition mounting sharply as opportunities increase; French share of imports drops, Germany edges U.S. out of 2nd place

By STEPHEN M. CONGER

The Ivory Coast market has blossomed into the most attractive one in French-speaking West Africa, and suppliers from all over the world are stepping up their courting efforts.

The suitors that succeed in getting more attention from this attractive damsel do so because they spend time with her, because they match the terms of their competitors, because they talk to her and write to her in her language—French. They are smart enough not to rely solely on the mails, which would only make things easy for the suitors on the scene.

Ivory Coast imports aggregated some $264 million in 1967. More than half of this business went to French suppliers. But the Ivorians are becoming increasingly receptive to goods from other countries. The French share of Ivory Coast imports declined from 64.8% in 1963 to 54.8% in 1967.

The Federal Republic of Germany has been steadily increasing its share since 1964, and in 1967 managed to edge the United States out of the second-supplier position, capturing 6.7% of Ivorian imports, versus 6.3% for our products. During the first five months of 1968 Italian exporters reportedly jumped their sales to Ivory Coast 90% above the comparable period of 1967.

Competitors are active

Businessmen from Netherlands, United Kingdom and Japan are also markedly intensifying their selling efforts in Ivory Coast. And the French are by no means sitting on their hands—they have mounted imaginative and extensive promotional ef-

Market profile—Ivory Coast

Area: 127,520 square miles. Southern half is forest; northern half, savannah.

Population: About four million. Annual growth rate, 2.3%. Abidjan, capital and largest city, 300,000; Bouake, 100,000.

Language: French is the official language.

Economy: Based essentially on agriculture with production primarily oriented toward export markets. About 85% of population depends upon agriculture for a living; light industry expanding rapidly. Gross national product (GNP) for 1966, estimated at $971 million; average per capita GNP, about $241 a year, one of highest in West Africa.

Agriculture: World's third-largest producer of coffee; fourth-largest, of cocoa; fifth-largest, of bananas and pineapples. Emphasis given to crop diversification; cotton, coconut, rice and oil palm cultivation being expanded.

Industry: Principal industries: lumber, food processing, textiles, shoes, cement clinker, soap, and other light industry. Industrial production valued at about 8% of GNP in 1965. Industrial activity expanding rapidly; between 1960 and 1970 an 18% annual industrial growth rate is projected, and a 12% rate thereafter. Areas of primary interest include processing operations for agriculture, forest and mineral products.

Trade policy: Member of the West African Customs Union and associated with the European Economic Community. Preferential tariffs and quotas favor EEC. Ivory Coast is interested in diversifying its trade patterns particularly in the direction of more trade with the United States.

Investment: Total foreign investment, 1960-65, nearly $386 million—mostly French. U.S. investments include hotel, banks, diamond mining and tuna fisheries. Investment Guaranty Agreement with U.S. is in force. Ivory Coast Government encourages foreign investment with a liberal investment code and tax incentives. Projected annual public and private investment for 1970, $216 million; $280 million by 1975.

Finance: Member of West African Monetary Union. CFA franc ($1 = 247 fr CFA). Banking facilities provided by four commercial banks, several specialized public and private credit institutions.

Imports: In 1967 imports totaled $264 million. Major suppliers are the Common Market and the United States, which provide over 80% of the goods imported. Principal imports: textiles, machinery, transport equipment, electrical equipment, petroleum products; imports from U.S.: machinery, vehicles and parts, used clothing, rice.

Exports: $325 million in 1967. Major markets: France, other EEC countries, United States. Principal exports: coffee, wood, cocoa, bananas, pineapples; to U.S., coffee and cocoa.

forts, clearly aimed at bolstering their already strong position in the Ivory Coast market.

Evidence of this active interest of other countries was almost everywhere the Mission members looked. Practically every issue of Abidjan's daily newspaper carried at least one article on a visit to Ivory Coast by French officials and those of other European governments and the European Communities. When we looked around an Abidjan restaurant we often saw visiting European businessmen entertaining their Ivory Coast customers and suppliers. I was particularly struck by a display of Japanese passenger cars prominently located in the lobby of Abidjan's impressive Hotel Ivoire—virtually in the midst of a major French promotion, La Semaine Lyonnaise.

A buyers' market

It is hardly surprising that, with all the attention the Ivorian import market is getting from so many of the world's major trading nations, the businessmen in that country are generally not inclined to go out of their way to buy U.S. or any other foreign products not readily available at favorable terms and with dependable on-the-spot service facilities.

This is essentially a buyers' market. It cannot be taken for granted by any foreign exporter, no matter how unique or superior his products may be. But for businessmen willing to make all-out selling efforts, that market can be lucrative because the buyers have both needs and money and should have a good deal more of each in years to come.

Sales prospects

Some idea of the prospects for selling machinery and supplies to Ivory Coast can be obtained from looking at the size and growth—recent and projected—of the country's industry.

There are around 300 individual industrial firms in Ivory Coast. The value of industrial output jumped 361% between 1960 and 1967, reaching $240 million. The 1966-67 growth rate was 18%. Projections by the Ivory Coast Government indicate that industrial production will expand in real terms at average annual rates of 15.8% during the 1966-70 period, 13.3% from 1971 to 1975, and 8.3% in 1976-80.

Food processing, already the country's largest industry (93 plants with 1967 output totaling $64 million), should participate strongly in this growth. Other major industries with promising growth prospects include lumber and woodworking, 73 plants with 1967 aggregate production $33 million; chemicals, fats and oils, and related products, 20 enterprises, $30 million; textiles, 19 enterprises, $28 million; metalworking, 23 enterprises, $19 million; and construction materials, 10 enterprises, $5 million.

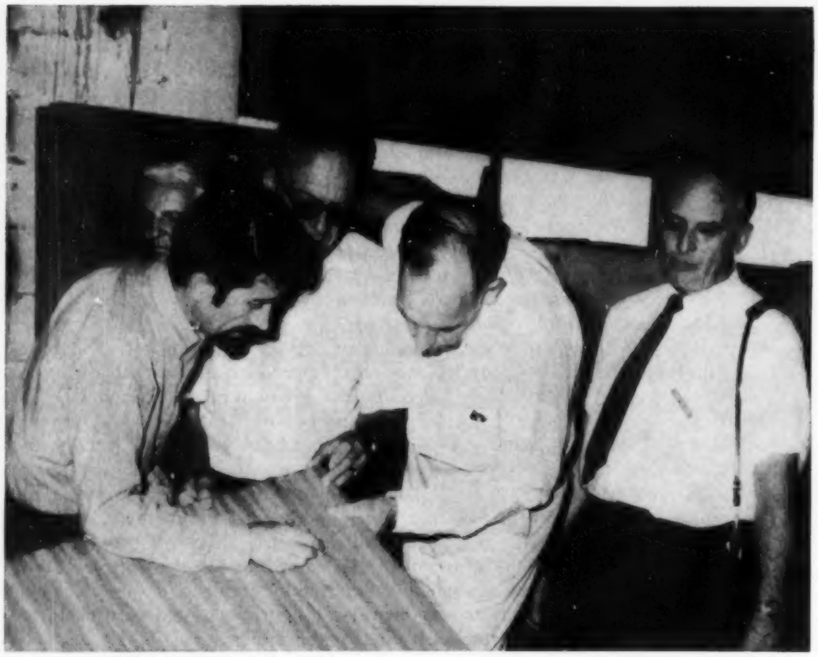
Processing stressed

Government planners stress development of industries processing domestic resources, including palm oil, fruit and wood. Attractive incentives are available to investors—foreign and domestic—willing to enter these sectors.

Spending will accelerate—$84 million in 1966-70, $100 million in 1971-75, $168 million in 1976-80—for roads and bridges, providing possible opportunities for alert U.S. engineering firms and equipment exporters. Equally good opportunities should develop from rising expenditures on ports and navigable waterways—$36 million 1966-70, $40 million 1971-75, $54 million 1976-80.

In public health, outlays are slated to expand from $25 million in 1966-70 to $32 million in 1971-75 and $44 million in 1976-80, indicating possibilities for exporters of medical equipment and supplies as well as of construction equipment for hospitals.

U.S. exporters of consumer goods should give some thought to Ivory Coast Government projections of population growth and household consumption. There are now about 4½ million inhabitants of Ivory Coast. This figure is expected to



LUMBER AND WOODWORKING is one of Ivory Coast's industries that has promising growth prospects. Above, several mission members examine wood at a furniture shop in Bouake.

reach 5 million in 1970, 5.8 million in 1975 and 6.7 million in 1980.

Household consumption of items in the money economy was officially calculated at $459 million—$107 per capita—in 1965. Projections in terms of 1965 prices indicate $712 million ($142 per capita) for 1970, $1,108 million ($191) for 1975, and $1,550 million ($231) for 1980.

Ivory Coast will continue to depend on imports to meet much of its needs for industrial equipment and materials, as well as for consumer goods, despite government policies and incentives to stimulate import substitution. Import projections indicate gains in real terms of 30% between 1965 and 1970, 40% between 1970 and 1975 and 32% between 1975 and 1980.

Toward tariff harmonization

Ivory Coast and other members of the West African Customs Union (Dahomey, Mali, Mauritania, Senegal, Upper Volta, Niger) and the Council of the Entente (Dahomey, Niger, Upper Volta and Togo) have within the context of these organizations formulated objectives and taken certain steps aimed at harmonizing tariffs and other economic and social policies. A good deal remains to be done, but full attainment of the aims of either of these organizations in the tariff and taxation sectors could eventually increase substantially the size of the market available to exporters and investors active in Ivory Coast or the other member countries.

The formula for succeeding in the Ivory Coast market is **presence + language + competitive terms = sales.** French presence is the primary reason why France is Ivory Coast's preponderant supplier. French businessmen own most of the major manufacturing and trading enterprises, and they tend their interests assiduously.

More U.S. exporters can take a page from the Frenchman's book by visiting Ivory Coast and personally determining local needs and how to fill them. They should spend plenty of time and effort there selecting a distributor or establishing their own facilities for selling and servicing their products. Then they should make frequent trips to keep their distributors apprised of the latest technological developments and promotional aids bearing on the products concerned. Such trips will also do a lot to reassure the distributor that the firm he represents really cares about his accomplishments and his problems and is effectively backing him up.

Beyond Abidjan

This matter of presence should go beyond the Abidjan area. The Mission's brief visit to Bouake in the Ivory Coast interior showed us a thriving community—the country's second-largest city, population about 100,000, with a hinterland of more than a million—where many businessmen feel neglected by the big trading and industrial firms headquartered in Abidjan.

There should be some profitable opportunities for U.S. exporters willing to take the trouble to canvass Bouake and other interior cities, where good sales prospects may be lost by default on the part of firms content with confining their attention to the more readily accessible and generally more prosperous Abidjan area.

Another essential aspect of presence is maintenance of adequate facilities in Ivory Coast for servicing the products one sells there.

Focus on language

The importance of using the French language in writing or talking with prospective customers in Ivory Coast has already been mentioned and is cited in other Mission members' articles that follow. Despite numerous admonitions, many U.S. firms continue to try to woo the Ivory Coast and other francophone markets with English-language correspondence, as well as sales literature and service and operating instructions.

The result is usually failure. The Mission members heard enough complaints on this score during our two weeks in Ivory Coast to conclude that U.S. exports to that country would be substantially higher if every American firm replied promptly and thoroughly in French to every inquiry it received in that language from Ivorian businessmen.

Match credit terms

It is hard to meet the rising competition for the Ivorian market if U.S. terms do not match prevailing credit terms. Ivorian firms with good credit ratings customarily pay on the basis of cash 30 days after the end of the month in which billed. This can mean delay in payment of up to 60 days.

Such terms are readily available from French suppliers and increasingly from suppliers in other European countries. Goods also are accepted on consignment —particularly in textile and other consumer lines—but this practice is not as prevalent as the preceding one.

With American participation in Ivory Coast's four leading commercial banks, U.S. exporters should have no trouble getting a line on a prospective customer's credit standing. There are also other capable U.S. firms which specialize in credit information, not to mention the World Trade Directory Reports available from the U.S. Department of Commerce; BIC-924, Washington, D.C. 20230, or any of the Department's Field Offices.

U.S. businessmen shying away from the Ivory Coast market because of that country's preferential import tariff, which favors France and the other countries belonging to the European Communities, should take a careful look at the specific rates applicable to their products. For most industrial equipment the margin of preference averages about 5%. It rarely exceeds 10%, except for certain textile products and luxury consumer goods. Even so, many consumer lines can be sold at relatively high prices if they have a design, novelty or status-symbol edge over competing items.

Those who worry about the difficulty of competing with the strongly entrenched French business presence should reflect on the fact that the products of nearly 200 U.S. firms are represented in the Ivory Coast, and Ivorian imports of our products came to more than $16 million last year. What's more, most of those U.S. firms are represented by French-owned companies. All of which proves, to put it directly—if you can show a Frenchman or any other businessman in the Ivory Coast how he can make more money using or distributing your products, chances are, you have a deal.

Ivory Coast looks like a promising market. At least, that's what an increasing number of businessmen from many other countries are staking major sales efforts on. So are a lot of U.S. exporters and their agents in Ivory Coast, as demonstrated by the American Week, an impressive exposition they staged in the Hotel Ivoire—and a large part of the hotel grounds—Nov. 18-24. It included hundreds of U.S. products, from giant bulldozers and computers to plastic water glasses and blue jeans.

Those who don't already have a piece of the Ivorian action, and are prepared to mount an all-out sales effort, should visit that country for a good look—with their French in good shape.

Top U.S. prospects

A recently-released Overseas Business Report outlines the *Best Prospects for U.S. Exports to Ivory Coast.* The report notes that producer goods and equipment required in public works projects have the best sales chance in Ivory Coast. Development of new energy sources and communications is planned.

The report (OBR 68-94) is available for 15¢ from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

MISSION REPORT: ACTIVITIES

Busy U.S. team in Ivory Coast culls specific leads for traders

As in Cameroon, interviews and plant visits provide basis for observations expressed in participants' reports

By JAMES F. SEELEY

Brisk mission activity in the Ivory Coast brought forth some new ideas for consideration, as well as specific trade and investment opportunities.

The Mission arrived in Abidjan Nov. 4 after a five-hour flight from Douala, and entered immediately into what was to be a busy two weeks of meetings, business interviews and plant visits.

The group spoke informally with the Ministers of Economic and Financial Affairs and of the Plan, as well as other officials in both Ministries and related agencies.

Before officially opening the Business Information Center and the Sample Display at the Chamber of Commerce in Abidjan, the Mission traveled north to Bouake, where the members spent two days visiting plants and holding interviews with local businessmen.

Bouake, on the edge of the savannah and just north of the tropical rain forest, is generally less humid than Abidjan. It provides a suitable location for one of Africa's largest spinning and weaving plants and a successful cigarette factory.

During the Mission's visit to Bouake the Mayor, himself a dynamic businessman, made it clear that U.S. investment and trade are welcomed.

Groundwork laid

Once back in Abidjan, the members began a series of business interviews and plant visits just as they had in Cameroon. During their all-too-short visit, the members, either on their own or as a group, were able to visit a soap factory; textile printing plant; pineapple, banana and cocoa plantations; a major pineapple canning factory; port facilities; retail outlets; banks; insecticide plants; cotton and agricultural research centers; and a milk producing facility.

These plant visits, together with individual interviews with businessmen who came to the Business Information Center, provide a solid basis for the members' observations which they have set forth in their articles in this issue of INTERNATIONAL COMMERCE and which they will be sharing with businessmen across the country during individual debriefing sessions in the months ahead.

From these interviews came more than 70 specific investment and trade opportunities of possible interest to U.S. firms. In addition, the members picked up many new ideas which are less specific and not yet documented, but perhaps even more exciting. They will be trying to find an interest among the American business community for these as well.

Metcalf Walling, director of West Afri-

U.S.-MADE EQUIPMENT is already playing a major role in Ivory Coast's development, and mission members discovered some 70 specific trade and investment openings that could lead to more sales.

can activities of the International Executive Service Corps traveled with the Mission in Ivory Coast, as he did in Cameroon. Local officials realize the need for technical assistance and have been pleased with that provided by AID and the Peace Corps to the National Office of Promotion of Ivorian Enterprise, an agency of the Government which is working to get more Ivorians started in business for themselves.

The Sample Display in Abidjan was a duplicate of the one in Douala, but the interest in the exhibit items varied. In Ivory Coast, greater interest in cold storage equipment was displayed, and less in the small agricultural implements—which are already well known and widely used.

A review of the response to the American business proposals which the Mission presented to the local business community indicated an active interest in electronic sound equipment, and automobile battery production equipment.

The Mission's stay in the Ivory Coast was followed by an American Week organized by the American Business Club and held in the Hotel Ivoire Nov. 18-24 (see article in this special section). This effort brought a touch of American cuisine and entertainment to Ivory Coast, as well as a display of U.S. industrial equipment and consumer goods.

The show included products manufactured by more than 40 U.S. exhibitors and presented an encouraging demonstration of American interest in the Ivorian market. Several firms sent special representatives to participate in the week's activities and to lay the groundwork for a greater effort in the years ahead.

The Mission found business practices in the two countries quite similar. Hotel and restaurant facilities are more abundant in the Ivory Coast, but the prices are no lower. American firms' representatives with whom we spoke could say only good things about their Abidjan assignments.

More data on market

A 1968 Overseas Business Report gives 13 pages of detailed information on *Market Factors in Ivory Coast*. The report covers the nature of the market, the competition, and gives a market analysis for selected commodities.

The booklet (OBR 68-77) can be ordered for 15¢ from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

CROP DIVERSIFICATION is being stressed in Ivory Coast, cultivation of traditional crops expanded.

MISSION REPORT: FARM EQUIPMENT

Ivorian Government encourages agricultural mechanization; heavy machinery will be needed

Techniques are being introduced on demonstration farms; as programs develop, more powered equipment will be used

By FRANCIS L. BLIGH

Ivory Coast agricultural producers can look forward to sharply increasing demands for their products in the immediate future.

Besides the well managed cocoa and coffee production industry, whose participation in world markets is well established, growing demand for Ivory Coast fibers, rice, fruits, vegetables, meat and milk products is developing, as more and more Ivorians enter the money economy and live in an urban environment. The Abidjan area has already close to 500,000 inhabitants.

Manpower shortages are reported from upland areas, and pressure for mechanization is increasing. As the government encourages modernization, equipment sales prospects are favorable.

It was heartening to find U.S. gasoline engines in the 1½ to 10 hp. range substantially less expensive than European-made engines. Though European equipment is often diesel powered (5 to 15 hp.), gasoline-powered equipment reportedly is preferred outside urban centers, where servicing of diesel engines is a problem, while—due to the widespread use of light gasoline-powered bicycles—gasoline engine repair facilities are readily available in Ivory Coast.

Outside the extensive rice, rubber and pineapple plantations few agricultural tractors are farmer-owned. A state-owned organization, MOTORAGRI, provides a land-clearing, grading, plowing and planting service to farmers.

MOTORAGRI, directed by an Israeli management and operating team, has seven centers equipped with 133 crawler tractors (up to 300 hp.) and over 100 agricultural tractors (40 to 70 hp.). Motoragri clears dense forests where the best agricultural land can be developed, with clearing costs averaging $200 per acre.

Motoragri and, far more importantly, the impressive and well organized forestry industry are in the market for the latest, heaviest handling, land-clearing and transporting equipment. It was good to see U.S. equipment excellently represented. Although generally more expensive than European equipment, greater specialization, superb quality and unequaled service life has made one U.S. truck-tractor firm this year the number one heavy truck-tractor (10 tons plus) supplier to the Ivory Coast.

Technical help provided

Agriculture has a strong innovative force in Satmaci, an instrumentality of the Ministry of Agriculture, which provides technical assistance for modernization. It is the main user of Motoragri's services. New techniques are introduced on demonstration farms. Satmaci trains local farmers, whose land it also clears, plows, sows and sprays, how to apply the modern methods. The farmer only cultivates and harvests his crop; payment for services rendered are deducted, when Satmaci purchases crop.

In the government's plan to diversify agriculture and make the Ivorian economy less dependent on coffee and cocoa, Satmaci is the prime moving force to increase rice production from 250,000 tons in 1965 to 750,000 tons in 1980, corn from 180,000 to 329,000, pineapples from 44,000 to 175,000, cotton from 5,526 to 130,000, sugar cane from zero to 600,000.

The excellent production increases already obtained in irrigated rice augur well for the future. As these programs develop, more and more powered equipment such as small stationary threshers, tractors, border makers, plows, harrows, planters, will be used.

Credit will assist

Government policy favors mechanization as a means to make farming more remunerative, thus giving young people a better living on the farm than in the overcrowded cities, where many migrate. Agricultural credit is being organized which will lead to a speedy expansion of the number of tractor owners, who will plow their own and their neighbors' fields—gradually eliminating Motoragri, which will concentrate on heavy equipment operations such as land-clearing.

Palm oil production, expected to reach 160,000 tons in 1980, is supervised by Sodepalm. Sodepalm issues internationally advertised land-clearing bids under a World Bank loan agreement. Italian and German contractors do the work using the heaviest U.S. equipment, most of which is now supplied by local distributors. After planting the initial block which sustains the factory, local farmers are financed to become suppliers, a program which is outstandingly successful as it enables a planter to double his net per-acre income as compared with coffee.

Sodepalm has a substantial equipment park and is expected to require large quantities of specialized equipment. Qualified U.S. manufacturers would be well advised to investigate this opportunity.

Another vast undertaking, the Bandama River hydroelectric project will, after 1972, have water available to irrigate about 100,000 acres.

Because of the heavy import requirement for agricultural and construction equipment a new, government sponsored but privately owned, organization—Sociagri—was formed to provide facilities to lease needed equipment to Ivorian firms, contracts to be guaranteed by the Ivorian Government.

Third largest producer

An outstanding example of what can be achieved in the Ivory Coast is Salci, a privately owned enterprise engaged in pineapple raising and canning. In five years this company has become the third-largest pineapple producer in the world, with a production of some 66,000 tons in 1968. This figure is slated to rise to 120,000 tons by 1971.

Salci established its own facilities for raising pineapples on a plantation scale and immediately started to interest and train local farmers in pineapple production. This program has been outstandingly successful. Of the projected 120,000 tons production for 1971, only 15,000 tons will be grown by Salci; 105,000 tons will be produced by the associated growers, whose plantings average 3 acres each.

Salci provides clearing, plowing and planting equipment and the equivalent of an extension service to its associated farmers, who under Salci management enjoy a substantially higher income (about $750 a year) than they can earn in traditional agriculture or working in the city.

Ivorian agriculture offers exciting possibilities for equipment sales and for development of special export crops as manioc chips for cattle, tomato paste, and fresh vegetables for European markets. U.S. firms will find well rated and organized distributors to represent them and a dynamic, innovation-oriented government to provide a stable environment for orderly, long-range realization of objectives.

U.S. FIRM IS TOP SUPPLIER of heavy truck-tractors to Ivory Coast where forestry and land-clearing for farms will need the best equipment, such as is on exhibit here at Abidjan's Hotel Ivoire.

MISSION REPORT: FOOD PROCESSING, PACKAGING

Canning, evaporation techniques sought in Ivory Coast; packing materials and machines wanted

International cooperation needed to help build industries; one company spans banana operation from tree to table

By HENRY A. SAMTON

Henry Pernin is squat, smiling, with a pipe permanently hanging from his lips.

After 20 years as banana planter in Guinea, he had to leave in 1958, losing everything. He came to Abidjan to start a small metal workshop, benefiting from his education as an engineer. Luck would have it that in 1965 he encountered in a cafe one of his old French banana customers, who presented him the problem of banana packing and shipping.

So was born SONACO—Societe Nationale de Conditionnement—an unusual enterprise and a model of international cooperation.

Bananas formerly were shipped on the stem, sometimes in a bag, often plain. Damage in transit was considerable, handling expensive and retailing cumbersome. The useless stem alone represents 25% of the total weight. In the United States and Central America packing in corrugated cartons had been developed—a step which extended the ripening time of the fruit, protected it, and facilitated handling.

The banana wholesaler from France thought this packing was needed there too. His friend Pernin got in touch with the Standard Fruit Co. of New Orleans, a large banana planter and shipper from Honduras, Ecuador, and other Latin American countries. The result was an agreement, Standard to provide the know-how of packing the fruit and handling the dockside storage and delivery. The fee was 60 million CFA ($240,000) and 6 CFA (2.4 cents) per case for the equivalent of 20 million cases.

Joint company

SONACO was formed as a service company owned in equal parts by the French banana sales association, Cabafruit, the Ivorian cooperative of 450 banana planters, and the Government of the Ivory Coast. Any profit flows back to the planters. Total investment was 577 million CFA ($2.3 million), with a loan of $1 million each from the Ivorian Government and the European Investment Bank. Pernin became managing director.

In less than 3 years 18 packing stations were built, strategically located in plantation areas. There the fruit is checked in, hands removed from stem; the fruit is graded, washed, the cut disinfected, and hands carefully packed into those unique two-piece boxes, now standardized at 12 kilos net weight. Hands are so arranged that the fruit itself does not touch the cartons at all. A window opening on top permits the fruit to breathe.

A factory to make these cartons was set up near the banana port with the help of a French manufacturer of corrugated boxes (CHARFA). Presently the box is made in one size all year in two shifts from kraftlinerboard supplied by two American papermills. The corrugating medium comes from Sweden. Present output is 12 million boxes of 1.2 kilos each per year, making paperboard the second-largest Ivory Coast import from the United States.

On the quai, three refrigerated storage areas, each holding 300 tons, were built. A schedule resembling that of a busy railroad station was set up for arrival of trucks from the packing stations. Bananas are shipped green and must not be exposed to the heat more than absolutely necessary.

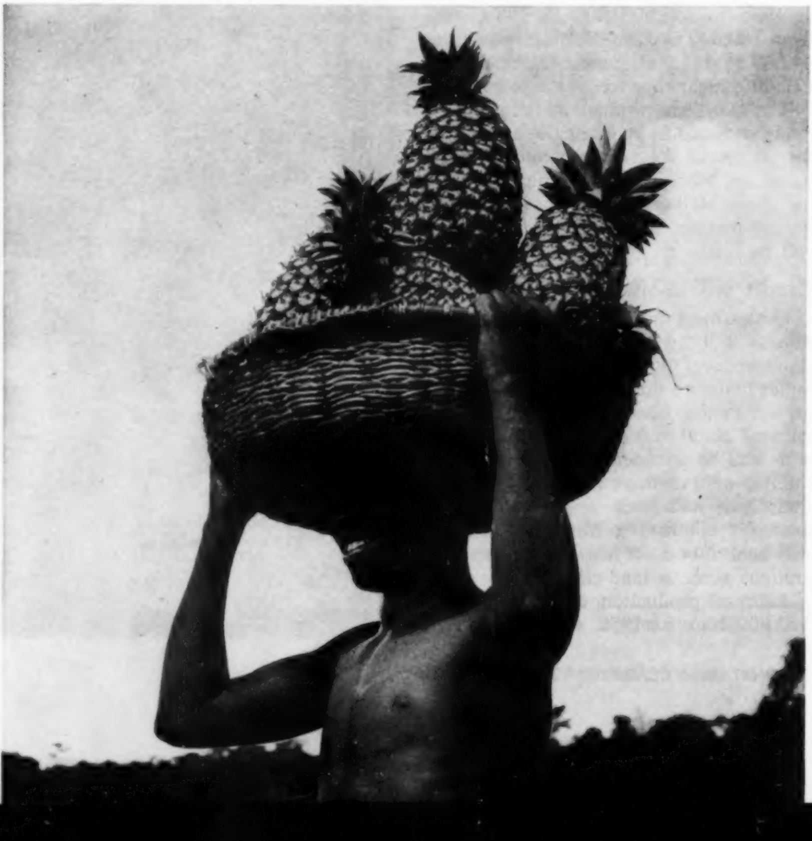
All handling out of trucks into sheds and into ships is by conveyor—completely automatic. Some trucks after unloading carry the flat, empty boxes to the packing stations. There the arrival of the fruit is precisely scheduled; each planter knows in advance how much to deliver and when.

Bananas year-round crop

Bananas are harvested all year, with a slightly larger crop in November and December than in the other months. Some 140,000 tons are being shipped this year—one brand IVORIA, all Poyo variety, mostly to France; small quantities go to Italy and North Africa.

Prices of labor and goods are generally higher in Ivory Coast than in the banana-

KNOW-HOW IS A PRIME NEED of Ivory Coast's food processing industry, and the Ivorians realize that the United States can best provide. Below, pineapples start their journey to the consumer.



growing countries of Latin America, but packing and shipping is performed so efficiently that SONACO's bananas can compete in the world market. To top it off, the cutting waste of the box operation is baled and shipped to Italy for reuse in an American-owned papermill. The strong boxes are highly valued in France by produce merchants to carry and display their wares, advertising further the IVORIA brand. "Yes, we do have bananas today," and it appears to me that we will have them for a long time to come.

So, with international cooperation, an organization beneficial to the agriculture of Ivory Coast and an entirely new outlet for American kraftlinerboard were created. American know-how did the trick.

More can be done that way, and we can participate. Knowledge related to pineapple canning, evaporated milk, candy, chewing gum, and particleboard is indigenous in the United States and wanted in Ivory Coast.

Other projects are on the drawing board. Cashew nuts are available in quantities and machinery for processing is wanted. Converting the manioc root industrially into traditional "attakie," a ricelike meal most suitable for children, and production of milk and ice cream, which is practically nonexistent, also are planned.

The Planning Ministry has a priority program to develop industries that will process the country's agricultural production to a greater extent. Private investment alone of more than $12 million is projected in these industries over the next three years.

New facilities are wanted for palm oil and cocoa butter. There should be a steadily mounting need for all kinds of packing material, tinplate, sacks, cartons and packaging machines.

More are needed

More Henry Pernins are needed, however, to put all elements together, men that don't shy away from paying for foreign advice or from taking advantage of know-how acquired from other countries. All too often a project is buried between the covers of a heavy dossier.

A supplier interested in selling machinery will do well to go personally or use a local representative to present his proposition and follow it through. A prospective investor should give the same attention to presenting his dossier and shepherding it through the various steps necessary to obtain approval and get the project under way. French is essential, for any documentation.

At least two local interests want to establish a candy and chewing gum industry. Biscuit and spaghetti machinery has already been bought for another project. Two local industrialists have teamed up to create a completely integrated operation to make shipping containers and paper sacks for industry use. Machinery will be bought shortly.

A project to create a $25 million pulp mill to utilize local hardwood, proposed several years ago by the German Krupp concern, is being re-examined—correctly so, since the paper so manufactured would not be suitable for banana boxes, due to the short fiber, and competition on the world pulp market is severe. However, a plant to make particleboard from woodchips and kenaf would appear to be worthwhile.

Even in this country where French businessmen are so widely entrenched, it is acknowledged that U.S. firms are leaders in many fields. The Ivorians would like us to go in as suppliers of equipment, as investors and licensors. Here in my opinion is our place in the sun, and given the intense sunshine overhead, it could be a thriving place indeed.

MISSION REPORT: CHEMICALS

Agricultural expansion is stimulus to Ivorian market for fertilizers

Other farm and miscellaneous industrial chemicals, such as dyestuffs, are imported—often from European sources

By GILBERT E. BURSLEY

Five-year-plan projections for impressive gains in agriculture during the 1970-75 period were pointed out to us by Ivory Coast's Minister of Planning. The program is particularly significant, as it indicates a strongly rising demand for agricultural and industrial chemicals, including fertilizers.

Pesticides and herbicides are a market area of importance. At the Cotton Research Institute (IRCT) in Bouake we learned that nearly cleared "bush land" will produce good crops of cotton for a year or so and then yields drop off sharply unless fields are fertilized. By following crop rotation practices and with the use of parathion and chlorinated hydrocarbons, yields have been increased by from 12 to 20 times per hectare. In these tropical areas there is heavy parasitic infestation, and the presence of insects resistant to some strains of chemicals calls for continuing research.

We noted some American equipment in this laboratory and were told of certain chemicals ordered from U.S. firms. Officials spoke highly of their technical contacts with the U.S. Department of Agriculture.

There are two pesticide-insecticide firms in Abidjan. I visited SOFACO, which controls 75% of the market; it is a subsidiary of PROCIDA in France. At the plant various powders and liquids are blended, packaged and distributed throughout the Ivory Coast—and to a lesser extent to neighboring countries. The work force varies from 30 to 125 at SOFACO because of the seasonal nature of the demand for products.

Delays hazardous

Some chemical products have been ordered by SOFACO from U.S. firms, involving ocean shipment from New York to Abidjan. The director was unhappy with the irregularity of U.S. shipping schedules, which on occasion result in a delay of 4 to 6 weeks—a delay that can be crucial when chemical products are needed for rapidly growing tropical crops. Although shipping rates from U.S. ports to West Africa are high by comparison with rates from European ports, the complaint in this case was on the unpredictability of delivery dates.

Interest in herbicides and pesticides is by no means limited to just one or two big firms. An Ivorian importer with agricultural and technical training said he was looking for a "preplanting herbicide for rice" and for a fungicide for the brown dry rot afflicting the cocoa tree. He operates through retail outlets in Ivory Coast and Guinea and, to a lesser extent, the other Entente countries. Most startling was his comment that he paid cash in advance for chemicals he ordered from abroad. Shipment was direct to his customer, who in turn paid him. Also, this man spoke good English and could handle correspondence in English—a rarity in francophone Africa.

I showed some ten of our Mission's business proposals to a French businessman in Abidjan who sells small pesticide and rodenticide dispensers in the retail market. He knew pretty well what he wanted and was interested in some of the materials and brochures in our proposals. He was frustrated, however, because his knowledge of English was inadequate and everything had to be translated.

It has been stressed before—and elsewhere—how important it is for American exporters to provide literature and correspondence in the language of the country. Because I most strongly concur in this observation I repeat it here.

Fertilizers will be called for at a tremendously increased rate each year during the coming decade. The five-year plan calls for a fertilizer plant in the Ivory Coast to start production in 1970, with a proposed output of 15,000 tons. This level would be expanded to 65,000 tons in 1975 and 132,000 tons in 1980. The need for fertilizers is inescapable and the market is there.

Price quotations on American chemicals and fertilizers are sometimes f.o.b. an American city. To make a sale it is much more effective to quote c.i.f. Abidjan.

Medicines imported

Pharmaceuticals and medicinal products merit some discussion. In 1967 the United States supplied about 4½% of the $12-million Ivorian imports. Demand should grow strongly as medical facilities and services are expanded under the impetus of rising living standards and substantial government outlays. French-educated doctors practice in Ivory Coast, however, and logically they prescribe medicines of French provenance. Perhaps scholarships to Ivorian students at American medical schools might ultimately create greater demand for U.S. pharmaceutical products. Or, U.S. firms may gain some benefit to the extent that they have equity in French subsidiaries.

Chemical products are used in a variety of Ivorian industrial enterprises. These are growing industries with growing requirements, but are largely supplied from European sources.

"WE WANT AMERICANS," said Mayor Sounkalo Diibo of Bouake (r.), while showing mission around town's market area. Mission Director Conger is at left, with Jim Seeley in background.

The giant Gonfreville textile plant which we visited at Bouake buys dyestuffs. Most of its procurement is from France, England, Germany and Switzerland, but a year and a half ago an order was obtained by a Du Pont representative.

On the day of our visit a representative of British Imperial Chemicals (I.C.I.) was present. The plant manager told me, "We want quality products. We will buy from anywhere, but maybe we are too small to interest some of your concerns."

The ICODI textile printing plant at Abidjan also uses imported dyestuffs. Ivory Coast's important soap and detergent plants belonging to the Blohorn Co. complex are major users of chemical products. There are also plants manufacturing or processing silicates, perfumes, matches, paints, plastics, oxygen, acetylene, nitrogen and compressed air.

Although U.S. chemical firm representatives occasionally call on SOFACO and one or two other major users of chemicals, it should be possible with intensified efforts to make sales to many Ivorian firms utilizing lesser quantities of chemicals. As for products that reach the consumer with a U.S. trade name, it will be necessary to advertise and promote just as we do in the United States.

In our briefing session at the Ministry of Agriculture, interest was shown in having a U.S. agricultural research specialist who could look into questions of soil, fertilizers, herbicides and the mechanical equipment needed in connection with their use.

Ivory Coast agriculture and industrial development in coming years will require importation of increasing quantities of chemical products. Ivory Coast may eventually be a springboard to a regional market four times as large, if the Council of the Entente implements plans for more extensive economic cooperation among the five member states, which, besides Ivory Coast, comprise Dahomey, Niger, Togo and Upper Volta. These developments would enhance the attractiveness of Ivory Coast to prospective U.S. exporters and investors—such as Union Carbide, which is in the final stages of negotiating a $2½ million dry-cell battery plant to be established there.

Perhaps the most unusual man we met was Mayor Sounkalo Djibo of Bouake. He gave us a pep talk and concluded: "We want Americans—also all nationalities—to come to Ivory Coast. . . . We accept any American product, but you must make it competitive and able to do a needed job."

MISSION REPORT: FINANCING

Private foreign capital invited to share in Ivory Coast upsurge

Economic growth at about 8%; repatriation of capital, profits permitted; but competition strong, priority status required

By ERNEST KALIBALA

Next to a snowfall on the Abidjan plateau, about the toughest thing to find is an unfavorable report on the economy of this square-shaped West African country.

The potential investor will not lack for information, which is well documented, nor for facts on the dimensions of the "economic miracle" taking place.

Since independence in 1960, the economy has averaged an annual growth rate of about 8% in real terms. The balance of trade has been favorable for the past decade, particularly of late with the United States. Last year's trade surplus of $62 million was 16% higher than 1966, substantially assisted by a large U.S. trade deficit, which was $28 million last year. Economic diversification has been spurred by the relatively large influx of foreign investment which for 1960-65 exceeded public investment (57.5% to 42.5%).

Big borrowing

Moving to take advantage of her good economic reputation and political stability, Ivory Coast has buttressed her own resources by a recent $10 million Eurodollar bond borrowing, the first by a black African country, and a $5.8 million borrowing from the World Bank for road development. The big stamp of international approval, however, is the forthcoming Bandama Dam project, in which the United States and Italy together loaned some $70 million.

The attitude of the government toward the private sector can be characterized as about the most liberal to be found. Practically no barriers exist to the entry of foreign capital and investment, to the relative degree of encouragement once one is established, or to the repatriation of profits and capital at any time the investor chooses. The regular pattern of trade surpluses, foreign loans and investments and increased exports, moreover, seem to assure continued ability to remit profits and capital well into the future. Remittances of interest and dividends abroad, for example, are expected to exceed $100 million by 1975.

Government policy

Government attention, as witnessed by the current economic Plan, focuses on infrastructure and agriculture (including processing industries), in which the place of private investment is given a strong rule. The present phase, covering 1966-70, calls for a total investment of $907 million, $470 million public and $437 million private, of which $158 million is for new industry. Private investment coming under certain priority areas covered by the plan are eligible for benefits under Ivory Coast's ten-year-old Investment Code.

Among the areas eligible for priority status are several which increase the utilization of local resources: cotton textile mills, mining industries, paper and cardboard from tropical woods, food industries (processing of pineapples and cocoa), veneer and particle board plants.

The new plan, 1971-75, continues emphasis on agricultural diversification into new crops (away from coffee and cocoa) and processing industries, such as oil palm plantings and processing mills, copra, rubber, sugar, cotton, rice.

Priority status for new investment under the Investment Code consists mainly of tariff relief on imported machinery, raw materials, components and spare parts and also tax holidays on some business profits. There may also be reductions granted on export taxes. These concessions range from five to ten years up to 25 years for major industries. Priority status does not imply monopoly, however, since several firms in the same industry could be granted these privileges.

For U.S. firms

What has just been said is well documented in more detailed form in many U.S. Government and Ivorian publications and should be studied by potential investors. The real problem is just what all this means for the American company seeking to enter Ivory Coast. It seems to boil down to several considerations, among them: Knowing the market well and being willing to fight for a share of it; the role of the French, who are deeply entrenched; and the government attitude toward priority status under the Investment Code.

True, one may freely invest in Ivory Coast, but most U.S. companies wishing to do so will certainly seek to obtain some privileges under the Code to cover the initial years. To date a proposed Union Carbide battery plant is the only 100% U.S.-owned industrial investment to be established under the provisions of the Code.

Many Americans have not given careful attention to the potential here, to adequately surveying the market, and to developing a workable strategy (can you do it?—not just is it feasible?). Any American or foreign investment will often be met by a counter proposal from French or other European sources, and most of the time one that is more attractive. An investor who submits a proposal in Ivory Coast should simply be ready to hear later on of a competing proposal.

Careful research, a willingness to stay and fight, and a knowledge of how things get done in Ivory Coast, undoubtedly will result in priority status (or price competitiveness, in effect) for some U.S. investors. Few companies, though, seem geared for this effort and some good opportunities are missed as a result, especially when one considers that Ivory Coast can be expected to become more selective in granting investment privileges as the existing opportunities in priority sectors are developed.

The other side

But let's turn the coin over. Ivory Coast's Government is well aware of this situation and the possible encouragement to U.S. investment the granting of priority status to at least one company will bring. Yet not many U.S. companies alone may be able to afford the time which now seems necessary to negotiate such a status. Nor were there many really concrete proposals forthcoming from the government in our talks with them, either in terms of specific investments or conditions they wanted Americans to consider.

Beyond this hurdle, there are others to consider. One normally thinks of import substitution as a possible investment area, but in Ivory Coast where indirect taxes such as import/export duties are important, priority status for such an investment may not be easy to get unless the government feels your total "benefit" exceeds the loss of revenue.

Also, many considerations would lead an American company to think of working with nationals as investment partners. The number of Ivorians with capital appears to be limited, however, and those with capital and experience even more so. They are usually among members of the public sector, and to an increasing extent they are expanding their interests into the private sector.

Thought also can be given to working with French partners, many of whom are reputable, experienced, and possess capital; however, in general, the views and experiences of most foreigners in Ivory Coast on this score vary widely. A potential investor must explore this matter in light of his particular needs and objectives.

Banks well run

Ivory Coast banks are all well operated. There is a participation by a major American bank in each, and all are good places for an investor to begin. They can give much useful advice, although one should not expect investment advisory service. Commercial bank loans up to five years, approved by the central bank, can be rediscounted there by commercial banks. This makes the latter a possible source for medium-term funds, and they are willing to consider any good proposal.

Another organization, Mid-America International Development Association, which has as shareholders three U.S. companies and banks, as well as Agency for International Development support, is equipped to make market surveys, financial studies, or prepare priority status applications—in short to do a complete job.

The U.S. Embassy in Abidjan is aware of investment problems and market conditions, and is willing to supply its ample information, statistics and studies. The U.S. Government has an investment Guaranty Agreement with Ivory Coast about which the investor should inquire.

There is a lot of potential in Ivory Coast. Just ask the Germans who, for example, have a promotion officer there, supported by some 20 companies, or the Italians, or the Belgians or Japanese. We don't have to ask the French. Yet the plums are not hanging on bare trees—they must be worked for on the basis of an adequate investment and marketing strategy.

BANKS ARE WELL RUN in Ivory Coast, and each of the major banks has participation by a U.S. bank. Here, mission member Kalibala (r.) chats with representative of Central Bank of West African States.

MISSION REPORT: TOURISM

Export chances seen in planned expansion of visitor facilities

Tourism development incentives will be offered by government

By GILBERT E. BURSLEY

Ivory Coast offers excellent opportunities to investors interested in tourist development, and to U.S. suppliers of air conditioning equipment, restaurant supplies, furniture, sporting and recreational equipment.

Year-around ice skating in an equatorial climate will soon be offered Ivory Coast visitors—as well as a big-time gambling casino, 18-hole golf course and artificial lake with Disneyland-like rides. But many construction and equipment dollars are yet to be spent on these facilities.

Abidjan's Hotel Ivoire is probably as outstanding a luxury hotel as can be found anywhere in the tropics. Its 200 rooms are being increased by 300 more in a separate 30-story skyscraper which already dominates the city skyline.

Abidjan's 400,000 population is expected to more than double by 1975. Hotel and tourist facilities must be greatly expanded just to meet present tourist demand.

More incentives seen

The enthusiastic Director of the National Tourist Office, Ibrahim Kone, told me that tourist objectives will be included in the next five-year plan and that a special investment code for tourism will be published in the immediate future. This will offer even more favorable incentives than in the industrial area.

A major thrust of the tourist development program will be in hotel construction and simultaneous road improvement and airport extension. Limited funds will require careful coordination. High priority will be given the sea and lagoon areas in south Ivory Coast, where orientation will be to a Riviera-type development.

In the north, stress will be on folkloric and artisanal projects centered around more modest hotels and improvement of the national game reserve at Bouna.

Emphasis will come later on the mountainous (1200 meters) Man area of West

Ivory Coast which abounds in rich folklore and village life.

Bouake, the country's second city (100,000), in central Ivory Coast already has plans for a modern 100-bed hotel to supplement the Motel du Lac (where our Mission stayed), which overlooks the city's reservoir. Bouake has as colorful a public market place as could be found anywhere in the tourist world.

The Abidjan area has several projects which could interest U.S. investors and equippers.

A responsible Ivorian business leader showed me plans for a 4-story, 60-room luxury hotel which he hopes to build midway between downtown Abidjan and the airport. Interest was expressed in American kitchen equipment, furniture and air conditioning. Some Mission members felt the opportunity might be of interest to a U.S. hotel management group.

At Assini, on the coast not far from Abidjan, plans are under way for a Polynesian-type village on a palm-strewn peninsula between sea and lagoon. A road extension is still needed, although it can be reached in a 1½ hour boatride.

Ivory Coast has followed a unique program for building new hotels in the interior as described to me by Andre Mas, the Hotel Ivoire's director. Each year the government puts up a new hotel in whatever city is designated to host the National Holiday (Aug. 7) celebrations.

Development of the new major port of San Pedro in southwest Ivory Coast will require hotel facilities. This may lead to further growth of nearby Sassandra with the country's best beaches.

Problems, priorities

There are problems and priorities in tourist facility development. Interior roads should be improved and all-weather status achieved where possible. The 1,400-meter airstrip at Korhogo should be lengthened to get out of the DC-3 class and permit landing of groups of 60 to 80 passengers. Facilities at the Bouna National Park must be modernized and provisions made for tourists to have a reasonable chance to see African big game. Elephants abound in southwest Ivory Coast forests, but they are hard to find.

Deep-sea sport fishing offers developmental possibilities. Large sailfish, as well as barracuda, tuna and many other species, are caught off Abidjan.

The hundreds of miles of lagoons separated from the sea by a narrow strip of land may be likened to the Florida inland waterways of a hundred years ago. Pleasure boating opportunities are there. I spoke with a man eager to represent U.S. houseboat manufacturers.

MISSION REPORT: CONSUMER MERCHANDISE

Ivorians admire U.S. ways; desire for American goods unsatisfied

Abidjan and rest of country are two totally different markets; goods from affiliates in Europe no substitute for 'Made in U.S.A.'

By HENRY E. MILLER

Unlike Paris, which—according to Louis XIV—"est la France," Abidjan is not the entire Ivory Coast. The casual traveler arriving on his twentieth century jet is met by a twentieth century city so modern looking that it makes him forget he just landed in West Africa.

His impression could scarcely be farther from the truth, though. There are practically two countries: Abidjan and Ivory Coast. The difference is reflected in every aspect of consumer goods trade. Abidjan has several junior department stores and an abundance of appealing specialty shops, but the towns and villages of the interior have no such outlets.

With the exception of an occasional Arrow shirt or the ubiquitous American jazz record, there is no U.S. retail merchandise in evidence in the nonfood sector. In food, there is a sprinkling of packaged U.S. specialties—at least in Abidjan, where there is a sophisticated (foreign) clientele. In fact—and this was a pleasant discovery—the public as well as the merchants interviewed on this subject are clamoring for more American participation.

Demand not satisfied

This incipient demand, however, is not being satisfied. One overriding theme is encountered visually as well as in conversations: La Presence Francaise. Merchandise assortments are almost entirely of French origin and, even if they include non-French items, they reach the retailers' shelves from France. This makes things easier for the retailer because merchandise imported into France from other countries (after paying French import duties) are "francisized" and reach the Ivory Coast under the same conditions as do French goods. But—and this is a capital BUT—the consumer pays dearly for this merchandise.

Thus, we quickly come to the all-encompassing question, "why do they not import more merchandise directly from the United States?" The reasons are manifold, and I propose that we turn up our sleeves and try to correct as many of them as we can.

The American way of life has a strong appeal for Europeans as well as Ivorians of middle and high income. American shirts, household textiles, kitchen gadgets, staplers, cake mixes, and snack foods are desired, but there seems to be a complete lack of interest on the part of the American business community to go after this market. Those who have done so are few and far between.

Manufacturers of consumer goods could take a page out of the book of firms such as Caterpillar, IBM, National Cash Register and others which have concerned themselves with establishment of "point-of-sale" distribution. For example, American housewares are not available but they are admired by merchants and buying public alike who know them from communications media such as movies and magazines, and trips to Europe. American-brand merchandise made by foreign subsidiaries in the European Common Market countries are not considered "the real McCoy," and the Made In U.S.A. label is sought. I realize that this thought may clash with corporate policy of many U.S. manufacturers, but real made-in-U.S.A. merchandise has more appeal.

The question raised frequently during interviews was, "why do we have to go to Paris to buy a good U.S.-made terry towel?" The logic behind the question is undeniable. If the Paris public can afford to buy imported American household linen, so—to some extent—can the affluent Ivorian.

The easy way out would be to blame the former colonial power and accuse it of selfishly excluding foreign competition and thus favoring French products. This is simply not true: it was particularly the French businessmen in Ivory Coast who sought out contact with me to request that I do what I could to induce the U.S. manufacturer to come to Abidjan to seek contact with this growing market.

The interest is strong, but there are

BIGGEST TEXTILE MILL in Ivory Coast played host to U.S. Trade Mission. Above, members Miller and Samton inspect plant's output. Mission found good market prospects for U.S. consumer goods.

obstacles. The first mentioned is that the duty rate is higher than the rate paid by Common Market imports. Though this is true, I do not consider this a serious handicap.

We are competitive in many products at the f.o.b. point. To name but one example: machine-made U.S. glassware which we export to Western Europe by the carload is unknown in Ivory Coast (and for that matter in West Africa!). Freight rates are blamed; but proper representations could be made by our glassware industry to discuss the possibilities of specific commodity rates from the United States to West Africa to at least partially offset the more than 50% rate differential between Western European and Mediterranean ports on the one hand and North American ports on the other. The effort must be made, and I am confident that even partial success would bring us closer to opening this market to U.S. consumer goods.

It is the writer's belief that sophisticated consumer merchandise will find a market in Abidjan, to be sure. This sprawling modern city with a population of close to half a million people is the country's shopping center. Distribution outside of Abidjan is lacking sorely, but with the developing infrastructure of highways and air connections, a concentration on the Abidjan market will eventually bear fruit in the interior. There will have to be more points of sale to satisfy a growing standard of living in the interior, and it may be well for American chainstore interests to study the future possibilities for a network of sales outlets geared to reach the consumer where he is and not to wait for him to come to Abidjan to shop. Development of consumer goods distribution will come and must come, though admittedly it is still music for the future. One merchant (French) who distributes electrical goods told me that, in spite of the concerted effort to reach sales outlets in the interior, only 25% of his sales volume is generated outside of Abidjan.

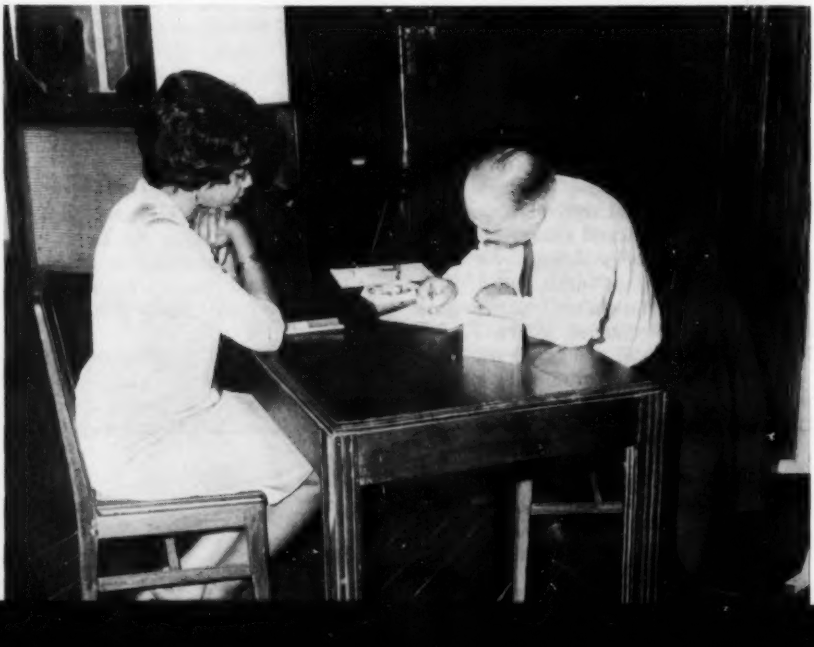
This country is booming, and more and more spendable income will go to the native population in years to come. At present, the European community overshadows the African population entirely out of its numerical proportion. But let us not overlook the fact that independence came only eight years ago and that the corps of advisers, engineers, teachers and merchants who comprise the majority of consumers now will shrink in years to come, and that more and more Ivorians will have the wherewithal to buy. We have an opportunity to start building a basis for participating in this growing affluence if we act now.

Translations, at least

One last word of caution: this is a French-speaking country and it will remain in the French zone of linguistic and cultural presence. To make offers of merchandise in English is more than doubtful of success. To do it in Spanish, as some American exporters have done, is an insult. To offer cake mixes with instructions in English fails to accomplish the sales we seek. If the present quantities are too small to warrant boxes with French inscriptions, we must at least attach a translation to each box as long as the quantities remain too small. There is a definite wilingness to consider our products, but we must make the effort to reach the consumer in his language. We must pack mindful of the heat and humidity to which our product will be exposed as well as the rough handling to which the shipments will be exposed and—last but not least—we must organize facilities for service and repair without having to wait months for parts (a prevalent complaint).

We can but hope that the impressive growth of this country will be a challenge to the U.S. businessman to make the effort to have the United States participate more than they have. The doors are open, and the present problems can be solved.

LADY TRADERS PLAY A LEADING ROLE IN SOME AFRICAN NATIONS, as evidenced by this businesslike discussion between Henry Miller, the author of this article, and a businesslady in Abidjan, Ivory Coast.



American Week in Abidjan boosts Ivorian interest in U.S. products

Consensus of more than 40 exhibitors is that new inroads were made into country's industrial, consumer goods market

By WILLIAM H. ZIMMERMAN, Jr.

President, American Business Clubs of Ivory Coast

The American Week promotion in Abidjan last fall opened a new era in business relations between Ivory Coast and the United States.

Organized and sponsored by the American Business Club of Ivory Coast, American Week was held at the ultramodern Hotel Ivoire, overlooking the Bay of Cocody. The lobby, reception areas, and grounds were given over to commercial displays by local branches of American companies and their representatives.

Alongside the U.S. Ambassador, George Allen Morgan, at the opening ceremonies was Konan Bedie, Ivory Coast's Minister of Economic and Financial Affairs (and former Ivorian Ambassador in Washington). The Minister's presence and his cutting of the symbolic ribbon opening American Week were evidence of the Ivorian Government's continued keen interest in developing closer trade ties with the United States.

We must wait to see the overall results of the displays' effects, but it is felt among the more than 40 exhibitors that we have made new inroads into the vibrant Ivorian market, which will certainly be rewarding both now and in the future.

The American Business Club of Ivory Coast was founded in late 1966 by a small nucleus of American businessmen living in Ivory Coast. Since its inception the Club has grown to a membership of about 70; only a few are American, the great majority being French and Ivorian businessmen representing U.S. companies or products. Interest shown in the Club by the various French and African businessmen here is encouraging, especially in a market with strong French ties.

The idea for American Week sprang from the increased interest in U.S. business and products in the ever-expanding Ivorian economy. It was felt that by displaying the many American products already available, plus new product development and technology, better market penetration could be obtained. There is a demand for American products in the Ivory Coast, but more effective ways of exploiting this demand must be found. The Ivory Coast is a traditionally French-oriented market to which other countries of the European Economic Community also have preferential access. Customs duties and licensing are major problems in marketing U.S. products. The Ivorian Government has been receptive to American business, and efforts are being made to ease the tough barriers it faces here.

Commerce stressed

The theme for American Week was planned with commerce uppermost in mind. The actual program for the Week's activities also stressed cultural events and gastronomy, and closed with an automobile rally. All four activities were important to the success of the Week, but the most impressive was the commercial effort made on the part of American, Ivorian, and French businessmen working together in displaying and marketing U.S. products.

The various distributors of American products in the Ivory Coast spared no expense in presenting to the public a display of modern logging equipment, farm machinery, tires, calculators, business control machinery, refrigeration equipment, automobiles, sound and reproduction equipment, and foodstuffs. These were all products which have a definite place in the Ivorian market as evidenced by the expanding programs of U.S. companies and their distributors.

The Week also provided an excellent opportunity for American firms not yet represented in the Ivory Coast to display their wares and make fruitful contacts under the auspices of the Commercial Section of the U.S. Embassy. Many manufacturers sent material for display.

A model of the "Telstar" satellite was on display during the promotion, held last Nov. 18-24.

The motif for American Week in the restaurant and lounges of the Hotel was the Far West, with the Last Chance Saloon and Far West restaurant admirably decorated. Prime ribs and sirloin steaks were imported from the United States, and American wines and beer were featured on the menu. There was also the traditional Ice Cream Parlor, which scored a big hit with the youngsters and other visitors to the exhibition area.

The finale of the Week was an automobile rally Nov. 23-24. Some 60 participants took to the road which led to Bouake, the Ivory Coast's second city, and returned the following day to Abidjan. The business community contributed trophies and prizes which were presented to the winners in each class and category at a closing ceremony. So much interest was generated in the rally that it has been decided to hold another in 1969 with the possibility of organizing by 1970 a rally comparable to the famous East African Safari.

Although this was the first American Week in Ivory Coast, the exposition was well received and comments on future expositions have been most encouraging.

The author, who resides in Abidjan, is Africa Zone Sales Manager for Goodyear International Corp.

NEW ERA IN U.S.-IVORY COAST TRADE could result from American Week in Abidjan. Many Ivorians came into direct contact with some U.S. products for first time. Below, one of the show exhibits.

Stage set for U.S. sales

Attache's summary notes Ivory Coast lowers duties to improve U.S. competitive position

By PETER F. FROST

Commercial Attache, U.S. Embassy, Abidjan

The stage has been set for increased American exports to the fast growing Ivory Coast market.

The visit of the official U.S. Trade and Investment Mission reported in these pages demonstrated to consumers and businessmen alike in Ivory Coast that more American companies are awakening to the potential of the Ivorian market, want to sell more here, and are prepared to take the trouble to break into the market. The overriding impression one gets from reading the reports prepared by mission members (see pages 20-33) is that consumers and businessmen in Ivory Coast are in turn interested in and want to buy more U.S. products.

Although the Mission has been gone for several weeks, I am still receiving visitors who want to look over the business proposals the Mission carried with it and I am confident this interest will continue for some time.

The stage was further set by the highly successful trade promotion during the "American Week" held on the grounds and in the exhibit halls of Abidjan's Hotel Ivoire, also reported in this issue.

To be sure, France and the other Common Market countries enjoy preferential advantages in trading with Ivory Coast—an associate of the Common Market—in that products coming from these countries are not subject to Ivorian customs duties whereas U.S. goods are.

All imports, including those from the Common Market, are subject to fiscal duties, however.

Duties fairly low

A combination of good product, competitive pricing, and determined sales effort is needed to offset this tariff disadvantage. A glance at the Ivory Coast Customs Code also shows that for the great majority of products likely to be of interest to American exporters the customs duty is fairly low—in the range of 5%—although some rates do mount to 7%, 10%, and 15%. Only in very few cases is the duty as high as 20% and 25%.

The United States runs a sizable trade deficit with Ivory Coast, and the Ivorian authorities are anxious to encourage an improvement in U.S. sales. Last June, in fact, they lowered their customs duties and thus narrowed the preferential advantage of the Common Market for a range of products where the United States is in a strong competitive position: air conditioners, passenger cars, buses, tractors, and trucks. The tariff relief is an open invitation to American exporters to move in and capture more of the market for these products.

Import licenses are still required for U.S. products. Importers tell us, however, that licenses have become much more readily available for most categories of goods and this should not pose much of a problem.

It seems that the key to increased sales to Ivory Coast is plain down-to-earth sales promotion. What exactly do I mean, in terms of the specific needs of this market? I mean willingness to write potential Ivory Coast customers in French. Although perhaps you can get away with writing to customers in France itself in English, I assure you that you will make few sales if you do so with potential customers in Ivory Coast.

Eximbank loan

I mean a willingness to grant competitive payment terms if necessary. It is common practice in Ivory Coast to make payment 30 days after the end of the month in which documents are received, which can in some cases amount to a delay of almost 60 days. This is the system followed by most Common Market competitors. Those who want to make inroads into this market, will have to compete with these terms. Stick to the irrevocable letter of credit at first if preferable, but let it be known that easier terms can follow once a satisfactory credit line has been established. Credit information concerning local firms is readily available, for American banks are shareholders in all four of the local commercial banks. Additional information on local firms may be obtained through the Department of Commerce program of World Trade Directory Reports.

I also mean visiting Abidjan and francophone Africa to look the situation over and make an on-the-spot choice of representation and marketing methods.

A big boost in U.S. exports to Ivory Coast during 1969 and subsequently will result from the $36.5 million Eximbank loan for the construction of the Kossou dam and hydroelectric complex on the Bandama River in central Ivory Coast, for which Kaiser Engineers has the contract. The first notice on bids for this project appeared in the Nov. 25 issue of INTERNATIONAL COMMERCE.

For additional information, interested firms should write Kaiser Engineers at one of these addresses: Bandama River Project, Kaiser Engineers and Constructors, Inc., Regal House, London Road, Twickenham, Middlesex, United Kingdom; or Bandama River Project, Kaiser Engineers and Constructors, Inc., Kaiser Center, Room 1829, 300 Lakeside Drive, Oakland, Calif. 94604, Attention: Earl G. Peacock.

Impregilo Spa, Via Gaetano Negri 4, Milan, Italy, the Italian construction contractor, is expected to announce tenders for the heavy construction equipment required to build the dam within the very near future.

The Ivory Coast Development Plan for 1967-70 calls for spending some $473 million in public investment. This includes $117 million for agricultural development (crop production, sub-soil and forests, livestock and fisheries) and $167 million for economic infrastructure. Many of these projects ought to provide opportunities for the sale of American equipment and services.

Planning well ahead

Ivory Coast's planners are already hard at work preparing for 1971-75 and beyond. Taking equity participation in firms undertaking these projects would also be a way of ensuring placement of American equipment.

Some of these projects are: the industrial conversion of tropical fruits such as mangos, papayas and bananas into creams, jellies, syrups and concentrated juices (American experience in freeze drying might be useful here); the production of pharmaceutical products; the production of the smaller range of electric motors, perhaps in conjunction with the production of pumps and fans; the production of small electrical apparatus such as circuit breakers, plugs, sockets, and transformers; and the production of plastic rainwear.

These are only a few of the possibilities being discussed by the planners.

High U.S. sales seen from German exhibit

ELECTRONICA exhibitors predict $4.4 million in first-year results

Impressive immediate sales of $343,800 and first-year sales expectations of well over $4.4 million were reported by the 41 U.S. manufacturers who took part in the U.S. Exhibition at ELECTRONICA '68 at Munich, Germany, held from Nov. 7-13.

Of some 15,000 visitors to the U.S. Pavilion at the international trade fair for the electronics industry, 3,500 were registered as having a definite commercial interest in the American products.

None of the U.S. manufacturers in the show felt that results had been unsatisfactory, and 38 of the 41 exhibitors reported that their results had met or exceeded their best expectations. All but one of the companies expressed their desire to participate in future Commerce-sponsored exhibitions overseas.

Nearly half of the exhibitors—17 in all—were entering the German market for the first time, and visitors commented favorably on the many new products shown in the U.S. Exhibition.

Nineteen firms had expressed their hope of finding new German representation at the show, and 14 new agents or distributors were signed up during the show. Another 80 potential German agents were being interviewed by U.S. company officials after the close of the show.

Wiltron projected a 1969 sales volume in Germany of over $100,000, ten times greater than business done in Germany this past year, based on contacts made with high level industrial visitors.

Plato Products made a long range projection that their sales would double in Europe each year for the next five years, to a total of $1 million per year five years from now, largely as a result of participation in the U.S. Exhibition. German television chose Plato's products for use in a telecast on the ELECTRONICA fair.

Television coverage was also devoted to California Computers' demonstration of a digital plotting system, a hit attraction at several recent U.S. Trade Center exhibitions around the world.

Significantly, several U.S. firms which had participated in ELECTRONICA on their own were so impressed with the U.S. Pavilion that they asked U.S. commercial officers at the show to be notified of future U.S.-sponsored exhibitions.

WINDING EQUIPMENT was shown at the show by Gorman Machine Corp. (above) of Randolph, Mass., while Unitek Corp., Monrovia, Calif. (below left) used microscope to show miniature welding equipment.

BILLCO
MANUFACTURING, INC.
Grandview Boulevard

CIRCUIT BOARD SCRUBBER was the feature attraction at Billco Manufacturing Co. booth (above right), while Kollmorgen Corp. (below) showed its amplifiers to interested German customers.

Sweden metals show brings visitor praise

U.S. exhibitors predict $1.2 million sales from Stockholm exhibition

More than 85% of the visitors to the "Metallurgy '69" show at the U.S. Trade Center in Stockholm who commented on the exhibition called it "good" or "excellent," and none of the visitors quizzed found the show unsatisfactory, marking the most favorable visitors reaction in the four-year history of the Stockholm Center.

Nearly 900 visitors, 623 of them in the metallurgy field, came to the Dec. 4-10 show to see the latest products of 26 U.S. manufacturers. Six of these were new to the Scandinavian market area, and three were exporting for the first time.

Projections of sales over the next year by the exhibitors in the show totaled $1.2 million, with all but one of the companies reporting that they had either fully or mostly achieved their primary marketing objectives in entering the show. The lone exhibitor who felt his results had been poor thought that his product line had been too specialized to appeal to all of the visitors.

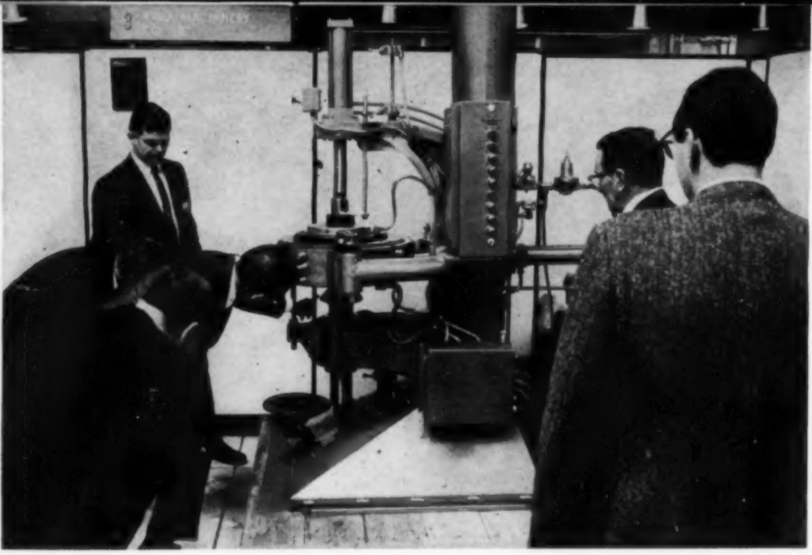
Fourteen of the U.S. firms were looking for new representatives in the Scandinavian market area, and four signed new agents during the show. Another 20 agency arrangements were pending following the close of the exhibition.

Alloy Metal Products, Inc., and Caterpillar Tractor Co. each turned in sales predictions of $250,000 for the coming year. Alloy Metal was new to the Swedish market, and Caterpillar was introducing a new welding system for the first time in Sweden.

R & J Machinery Co. president R. C. Hathorn reported that his new-to-market firm was negotiating for agency agreements with representatives in Sweden, Germany, and the United Kingdom as the show closed, and forecast sales of $180,000 for his company over the next twelve months.

The several smaller firms in the show were all put in contact with potential local representatives, according to Trade Center officials.

Local publicity was coordinated with Swedish trade associations in the metals field, and the trade press carried numerous articles on the show, including a ten-page feature section in *Scandinavian Steel and Metal News*, with a circulation of 7,000 in the four Scandinavian countries.



NEW-TO-MARKET FIRM, R & J Machinery Co. (above), introduced its shell core machine with impressive sales results. Sinter-Seal (below left) exhibited impregnation machinery to Scandinavian buyers.

SINTER-SEAL DIV
NEWCOMB CO. INC

UNICAST DEVELOPMENT CORP
CAST
AMIC

CERAMIC MOLDING PROCESSES drew the attention of businessmen at the Unicast Development Corp. booth (above right), while Johns-Manville's Scandinavian agent discussed products (below) with visitors.

S-MANVILLE
EGEL
BLOCK
MARINITE
JM

VETERAN EXHIBITOR at Commerce-sponsored shows overseas, Joseph Yermish of Fenway Machine Co. (behind counter, above left photo) shows metalworking tools to U.S. Ambassador to El Salvador William Bowdler (second from left). CP Division of St. Regis Paper (above right) showed heat exchangers.

Show in El Salvador draws Latin buyers

U.S. exhibitors report $1.4 million sales, predict another $5.2 million

In what visitors called "the most striking and attractive pavilion" at the Third El Salvador International Fair, 53 U.S. exhibitors representing 82 American manufacturers rang up an impressive immediate sales total of over $1.4 million, with additional sales of $5.2 million expected during the next year.

"The expected sales noted for our company—$1.25 million—are a direct result of contacts made at the show," said Art Stegner, general manager of The Stegner Co., Fort Worth, Texas, which represented three companies in the show. Stegner made contact with a Honduran government official at the exhibition and reported that his firm has "an excellent chance" to sell two large grain drying installations to Honduras. Stegner also named a new agent for Honduras with Commerce Department help.

Fair authorities put attendance at the Nov. 9-30 event at 512,000 persons, and U.S. Pavilion officials estimated attendance there at well over 200,000. Registration of interested trade visitors at the U.S. Exhibition was hindered by the large flow of public visitors, but 1,200 of the complimentary admission tickets sent out to outstanding business prospects in the Central American countries were redeemed at the U.S. Pavilion.

Twenty of the U.S. firms in the show made sales to the four Central American lands outside El Salvador—Guatemala, Costa Rica, Honduras, and Nicaragua.

Of the total number of exhibitors in the U.S. Pavilion, 25 participants representing 52 manufacturers were new to the market, and 28 came to El Salvador seeking 110 new agents in the five-country Central American market.

By the end of the show, 17 new representatives had been named in El Salvador, seven in Honduras, six each in Costa Rica and Guatemala, and five in Nicaragua, by 14 of the exhibitors. Another 24 companies were still negotiating with 109 applicants for agency rights as the show closed.

Only one of the U.S. exhibitors expressed disappointment with the results of his participation in the show.

AUTOMOBILE REPAIR EQUIPMENT is shown to buyers by Huth Manufacturing Corp. sales director (above center). "Lickity Splitter" log splitter was shown by Ssor-Lib Enterprises in outside area (below).

U.S. firms to test Nordic market for American-made electro-optic, industrial photography equipment

May show at Stockholm Trade Center to feature items of proven interest to many Scandinavian buyers, including latest lasers

U.S. manufacturers of electro-optical, optical and photographic equipment will set their sights on an increased share of Scandinavia's $45 million import market for these products through a Department of Commerce exhibit at the U.S. Trade Center in Stockholm, May 19-24.

The show will feature a wide range of advanced and specialized electro-optical, optical and photographic systems for industrial and scientific uses. Equipment to be shown will include lasers, fiber optics, spectroscopic equipment, aerial photography and photogrammetry equipment, optical scanning and data display, and lenses and materials.

Market research conducted for Commerce shows a growing demand for this type of equipment throughout Scandinavia, spurred by expanding horizons in research and development and the advanced state of industrialization in the region. Electro-optical and photographic systems are already heavily used in research and development, industrial production, defense and military applications, and medical research, and the market for many types of advanced equipment is only beginning to expand.

Imports of this type of equipment by the four Scandinavian countries have been steadily rising over the past few years, with imports from the U.S. reaching more than $6 million in 1967. Production of optical and photographic equipment in the region is limited to a small range of products, so the four countries rely heavily on imports to meet consumption needs.

Sweden is the leading user of electro-optical, optical and photographic equipment in the region. Imports there have almost doubled in the past three years to $23 million, reaching nearly $4 million from the U.S. in 1967. In the same year, U.S. exports of this type of equipment totaled $1.1 million to Denmark, $870,000 to Norway, and $480,000 to Finland.

Reports show especially high Swedish interest in spectroscopy, infra-red photography and thermography, high-speed photography, aerial photography and photogrammetry, holography, lasers, fiber optics and specialized lenses. Interest has also been expressed in interferometers, high speed light detectors, monochromators, optical information processing equipment and specialized microscopes.

U.S. manufacturers of similar equipment have increased their export sales through participation in other Commerce-sponsored exhibits. Preliminary reports from 29 participants in a laser technology and equipment show held December 1968 at the Frankfurt Trade Center show off-the-floor sales of $130,000 and estimated one-year sales of $1.7 million. Eighteen exhibitors at a photographic products show at the Stockholm Trade Center in September 1965 earned confirmed sales of $595,000 from contacts made at the show and signed 10 agents for continuing representation in Scandinavia.

U.S. firms interested in joining in the May exhibit in Stockholm may obtain additional information from the U.S. Department of Commerce (BIC-946), Washington, D.C. 20230, (telephone: Area Code 202, 967-4421) or from any of the Department's Field Offices.

Cologne SPOGA will become semiannual starting in 1970

The Cologne, Germany fair management has announced that, beginning in 1970, the International Trade Fair of Sporting Goods, Camping Equipment, and Garden Furniture, known as SPOGA, will be held twice yearly, instead of annually as in the past.

The 1969 edition of SPOGA, the last in the annual series, is scheduled for Oct. 19-21 of this year. U.S. firms with products falling in the fields covered by the exhibition have been invited to take part.

Write: Messe- und Ausstellungs, G.m.b.H., Postfach 140, 5 Koeln-Reutz, Germany.

Office equipment exhibition set for Zagreb, Yugoslavia

The First International Office Machinery and Equipment Exhibition to be held in Zagreb, Yugoslavia, has been scheduled for Nov. 10-16, and U.S. makers of office-oriented products have been invited by the Yugoslav organizers of the fair to mount displays at the fair.

Equipment to be shown at the fair will fall into the following categories: computation and data processing, including cash registers, calculating machines, accounting machines, keypunch machines, data systems, and process computers; typewriters, drawing tables, and instruments; duplicators, office printing machines, and electrophotocopy equipment; telephones, intercom systems, data transmission apparatus, signal transmission equipment, dictating machines, and mail handling equipment; control clocks and fire detectors; stationery, folding machines, paper cutters, labels, calendars, notebooks, folders, and other office paper needs; and office furniture and equipment, including desks, chairs, filing cabinets, and air conditioners.

Write: Zagreb Fair, Aleja Borisa Kidrica 2, Zagreb 27, Yugoslavia, or contact any Yugoslav diplomatic office.

Frankfurt Book Fair chooses Oct. 8-23 for this year's show

The 1969 edition of the Frankfurt Book Fair, billed as the largest fair of its kind in the world, will be held Oct. 8-13, and U.S. publishers and book exporters have been invited to display their latest titles at the show.

The Frankfurt fair authorities indicate that a number of applications have already been received for this year's fair from publishers all over the world.

A decision will be made early this year as to whether to limit attendance at the fair to the publishing and bookselling trades only or admit the general public, as has been the practice at past Frankfurt Book Fairs.

Interested firms must indicate their interest in participation to the fair organizers before Mar. 15. Application forms for exhibit space will be sent out then, to be returned by Apr. 5 for consideration for choice exhibition areas.

The 1968 edition of the fair was reported as being extremely successful by exhibitors, and indications are that this year's show will be even bigger, attracting even more buyers.

Write: Ausstellungs- und Messe G.m.b.H. des Boersenvereins des Deutschen Buchhandels, 6 Frankfurt am Main 1, Kleiner Hirschgraben 10-12, Germany.

Export ban extended on French trader

The U.S. Department of Commerce has announced an order issued against Yvon LeCoq, a French businessman, for the duration of export controls for violating the terms of an indefinite denial order issued against him in January 1963. LeCoq has business connections with several French companies.

The 1963 denial order against LeCoq was issued because of his failure to answer interrogatories regarding his earlier dealings in U.S.-origin goods.

According to the Department's Bureau of International Commerce (BIC), in 1965 LeCoq, in violation of the restrictions against him, procured through a Belgian firm over $100,000 worth of U.S.-origin truck spare parts and accessory equipment. LeCoq previously had attempted to obtain the equipment from another Belgian firm but it refused to do business with him when it learned of his status as a denied party.

The present order continues previous restrictions prohibiting LeCoq from participating directly or indirectly in any export transaction involving U.S.-origin commodities or technical data. The order is applicable also to LeCoq's agents, employees and representatives, and to persons or firms with which he is related by affiliation, ownership, control, or position of responsibility.

The U.S. Export Regulations provide that without authorization from the Department of Commerce no party may participate in transactions involving U.S.-origin commodities or technical data with a party he knows has been denied U.S. export privileges.

Eximbank helps Mexico paper plant buy U.S. goods

The Export-Import Bank has authorized a $1.4 million Alliance for Progress credit in favor of Compania Industrial de San Cristobal, a Mexican pulp and paper producer located near Mexico City. The proceeds of the credit will be used to help finance the purchase of U.S. equipment and services which will be part of a $5 million expansion needed to meet growing demand for consumer paper products in Mexico.

The paper company is 50% owned by Scott Paper Co., Philadelphia, Pennsylvania and 50% by Mexican citizens.

Of the items to be purchased with the Eximbank credit, the most significant will be a new machine to produce tissue paper. The Mexican firm has designated Beloit Corp. of Beloit, Wis., as the supplier for this item. Other U.S. suppliers have not yet been selected by the Mexican firm.

Tariff unit has complaint on import of tractor parts

The United States Tariff Commission has acknowledged the receipt on Nov. 1, 1968, of a complaint filed by Albert Levine Associates of Jamaica, N.Y., alleging the existence of a conspiracy to boycott and cut off the firm from importing and selling certain crawler tractor parts in the United States.

This conspiracy or combination allegedly is composed of an Italian manufacturer, Bertoni & Cotti S.p.A. Officine Maccaniche, located in Copparo, Ferrara, and certain United States importer-distributors of this manufacturer's product, Berco crawler tractor parts.

The complaint was filed under section 337 of the Tariff Act of 1930 (19 U.S.C. 1337), which concerns unfair acts having the effect or tendency to restrain or monopolize trade and commerce in the U.S.

The Commission has initiated a preliminary inquiry into the allegations of the complaint to determine the need for a full investigation and whether the Commission should recommend to the President the issuance of a temporary order of exclusion from entry against the product.

A copy of the complaint is available for public inspection at the Office of the Secretary, United States Tariff Commission, 8th and E Streets, NW., Washington, D.C. 20436, and at the New York office of the Tariff Commission located in Room 437 of the Customhouse.

Italian steel company to buy U.S. equipment and services

The Export-Import Bank has authorized a $10 million credit to Istituto Mobiliare Italiano, an Italian credit agency, to assist it in financing purchases of U.S. equipment and related goods and services by Italsider, S.p.A., a major Italian integrated iron and steel company.

Over two dozen American firms, including General Electric, Westinghouse, Clark Equipment, Blaw-Knox, Bethlehem Steel, Babcock-Wilcox, and Worthington, among others, will supply the items to be financed. The equipment will be used in Italsider's current productivity improvement program.

The credit will be repaid in 13 semi-annual installments beginning in late 1970, with interest on outstanding balances at the annual rate of 6%.

Germany to curb foreign deposits

A recent flood of speculative deposits by foreigners—over $2.5 billion in the first three weeks of November alone—in expectation of a revaluation of the Mark has prompted the German government to take appropriate measures.

As of Dec. 1, 1968, the reserve ratio requirement for non-resident accounts held by German credit institutions was raised to 100% for all increases occurring in these accounts after Nov. 15. Existing non-resident accounts held at or below their Nov. 15 levels will continue to be subject to normal reserve requirements.

At the same time credit institutions were forbidden to exceed their maximum legal reserve requirements for the various categories of liabilities: 30% for sight liabilities, 20% for time liabilities, and 10% for savings deposits.

In a further measure, the Foreign Trade Law was amended, effective Nov. 25, to require Central Bank (*Bundesbank*) approval for the following: (1) acceptance of deposits on non-resident accounts in the Federal Republic; (2) payment of interest on non-resident accounts, and (3) the taking of loans and other credits from non-residents by German financial institutions. (Other amendments to the Foreign Trade Law were detailed in the Dec. 2 and the Dec. 9, 1968, issues of INTERNATIONAL COMMERCE.)

Two exceptions to the approval requirement are allowed: (1) interest payments on existing savings accounts of individuals, and (2) for transactions necessary for the orderly settlement of goods, services and capital transactions.

All of these measures also apply to West Berlin. A copy in English of these regulations is available on a loan basis from the Bureau of International Commerce, European Division, Department of Commerce, Washington, D.C. 20230.

Investments, Licensing Opportunities pages 40-42

Mission to Cameroon, Ivory Coast brings back 22 joint venture, licensing proposals

U.S. investors offered opportunities in such fields as construction, food processing, clothing, batteries, stoves, and electrical equipment

The following proposals were brought back by the Trade Mission which visited Cameroon and Ivory Coast in October-November of last year.

In addition to the specific proposals given here, the Department has on file the lists of private sector projects which the respective Governments have given priority in line with their economic development plans.

U.S. firms interested in obtaining further data on these priority projects should contact the Africa Division, BIC 884, U.S. Department of Commerce, Washington, D.C. 20230.

To permit quick reference by U.S. firms, proposals are listed in numerical sequence by Standard Industrial Classification number. Companies interested in following up one or more of the proposals are requested to correspond in French except where English has been specifically designated.

Attention is invited to the fact that World Trade Directory Reports (WTD) are available on but a few of the business organizations submitting investment and licensing proposals to the Mission. Although WTD Reports are under preparation on a number of the remaining organizations and many are reported to be reputable, the Department of Commerce cannot be responsible for trade or investment relationships entered into by U.S. businessmen with Cameroon or Ivorian businessmen involved.

0811 Timber tracts

Joint venture: Concessionaire seeks partner to participate in developing 125,000 acre tract of tropical hardwoods.

Write: Celestin Takala, Ets. Celestin Takala, B.P. 56, Douala (New Bell), Cameroon. **P-69347.**

Joint venture: Timber concessionaire seeks partner to develop timber tract.

Write: Tanoh Kouaoh Justin, Director, Ets. Tanoh Kouaoh Justin, B.P. 310, Abidjan, Ivory Coast. **P-69348.**

1611 Construction

Joint venture: Leading road building firm wants to expand operation. 400 employees.

Write: S. K. Kilo, Kilo Bros. Ltd., P.O. Box 27, Bamenda, Cameroon. **P-69349.** (Write in English.)

2033 Tomato processing

Joint venture: Active civil engineering and construction contracting firm is interested in establishing a tomato processing plant locally.

Write: F. Y. Acha, Dir., United Alliance Co. Ltd., P.O. Box 33, Bamenda, Cameroon. **P-69350.** (Correspondence requested in English).

2095 Instant coffee production

Joint venture: Processor and exporter of coffee beans wishes to produce freeze-dried instant coffee locally.

Write: S. K. Kilo, Kilo Bros. Ltd., P.O. Box 27, Bamenda, Cameroon. **P-69351.** (Write in English.)

2328 Work clothing

Joint venture: Retailer seeks partner in establishing a factory to produce work clothes.

Write: Paul Sinju, Managing Dir., Bamileke Stores and Hotels, 45 Foncha St. P.O. Box 3, Tiko, Cameroon. **P-69352.** (Write in English.)

2426 Hardwood parquet flooring

Joint venture: Seeks to produce parquet flooring, principally for export to Europe. Currently operating sizeable sawmill operation.

Write: J. Beuglot, Beuglot Freres, B.P. 1, Kotobi, Ivory Coast. **P-69356.** WTD.

2491 Utility poles

Joint venture: New project to cut and creosote utility poles for local use.

Write: Jean Baptiste Mansilla, SEGI, B.P. 113, Bouake, Ivory Coast. **P-69353.**

3069 Rubber goods

Licensing: Seeks know-how to produce small rubber articles. The firm currently makes latex rubber mattresses and pillows.

Write: Christian Puijanne, Director, MACACI, B.P. 20562, Abidjan, Ivory Coast. **P-69354.**

3079 Plastic flooring

Licensing: Seeks to produce seamless plastic flooring under licensing arrangement. Will test market initially with U.S. product.

Write: J. C. Bonda, Dir., CIE Generale Industrielle, B.P. 295, Abidjan, Ivory Coast. **P-69355.**

3357 Electrical wire and cable

Joint venture: Seeks capital and know-how to manufacture aluminum and copper electric wire and cable.

Write: Jean Baptiste Mansilla, SEGI, B.P. 113, Bouake, Ivory Coast. **P-69357.** WTD.

Joint venture: Investor sought to establish plant to produce insulated electric wire and cable.

Write: Hubert de Brisis, B.P. 20604, Abidjan, Ivory Coast. **P-69358.**

3446 Architectural metal work

Joint venture: Fast growth in building industry requires additional investment

Investment Assistance

The licensing and joint-venture proposals listed in this section are published as an informational service for U.S. firms interested in overseas affiliations. Companies responding to these opportunities should be cognizant of the present mandatory investment regulations published in the Federal Register for Jan. 3, as amended.

To receive follow up assistance and general information about investment abroad telephone: 202-967-3786 or write: Office of International Investment, Department of Commerce (BIC-878), Washington, D.C. 20230. A (*) following the name of the foreign firm indicates that additional information is available from the above address.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230 or the nearest Department of Commerce Field Office.

capital for expansion of existing metalworking facilities. Currently fabricates metal doors and gates, window frames and chairs.

Write: George N. Ndikoum, Ets. Nidkoum Ndima Georges, B.P. 5132, Akwa Douala, Cameroon. **P-69359.**

3522 Agricultural vehicular and industrial products

Licensing: Large modern machine shop, woodworking and forging facilities seeks additional products to manufacture and market locally.

Write: Michel Paschali, Dir., Tropic, B.P. 706, Douala, Cameroon. **P-69360.**

3630 Electric appliances

Joint venture: Seeks to expand operation in order to permit distribution and servicing of U.S. electric appliances, tools and industrial machinery. Employs about 30.

Write: M. Angeletti, Electro-Mecanique Abidjan, B.P. 4344, Abidjan, Ivory Coast. **P-69362.**

3631 Kerosene stoves

Licensing or Joint venture: Manufacturer of metal cabinets for use in schools and retailer of stoves and air conditioners seeks partner to assist in production of kerosene stoves.

Write: Raymond A. Chidiac, Elektra, B.P. 1092, Yaounde, Cameroon. **P-69361.**

3652 Phonograph records

Joint venture: Importer of radios and electrical appliances seeks partner in proposed record processing facility.

Write: E. N. I. Mbianda, Managing Dir., Associated Radio Engineering Services, B.P. 4, Victoria, Cameroon. **P-69365.** (Write in English).

3691 Automobile battery factory

Joint venture: New venture to manufacture automobile batteries proposed by trucking firm.

Write: J. C. Tsewole, Ets. Tsewole, New Market Road, P.O.B. 4, Victoria, Cameroon. **P-69363.** (Correspondence requested in English).

Joint venture: Seeks technical assistance and equipment to establish automobile battery factory.

Write: Fiemoleo Camara, Socivoire, B.P. 5465, Treichville, Ivory Coast. **P-69364.**

3999 Handicrafts

Joint venture: Participation capital sought by handicraft cooperative wishing to expand present production of African art for export.

Write: Tum Tafon, Mgr., Cameroon Handicraft Cooperative, B.P. 123, Bamenda, Cameroon. **P-69366.** (Write in English).

5311 Department store

Joint venture: U.S. participation in establishing supermarket type junior department stores in Yaounde and other localities sought by local businessman.

Write: P-69367, Investment Resources Division, Office of International Investment, BIC-878, U.S. Department of Commerce, Washington, D.C. 20230.

7011 Hotel

Joint venture: U.S. participation sought in proposed sixty room, four story luxury hotel to be located between airport and downtown Abidjan.

Write: Mamadou Kouyate, Siprotouriste, B.P. 1546, Abidjan, Ivory Coast. **P-69368.** WTD.

Licenses for cooking and data processing equipment sought by Swiss producers

Two Swiss firms seek to expand their operations through licensing arrangements with U.S. manufacturers.

The proposals follow.

- An important Swiss manufacturer of commercial and institutional cooking equipment seeks to manufacture U.S. automatic commercial and institutional cooking equipment under license.

The firm, established in 1907, is Switzerland's largest manufacturer of electric ranges, and employs about 1,200. Sales potential is good throughout Switzerland with annual sales reportedly amounting to approximately $10 million.

Write: Mr. Haug, Therma AG Grosskuchen, Zurcherstrasse 125, 8952 Schlieren, Switzerland. WTD.

- A Swiss manufacturer of electronic equipment seeks a license to produce data acquisition systems utilized in high energy physics. Established in 1961 the Geneva company makes industrial electronic devices and represents U.S., Swedish and French manufacturers in Switzerland. It employs about 75 and reports annual sales of $1 million.

Write: Mr. Jean Maier, Commercial Manager, Sen Electronique SA, 31 avenue Ernest-Pictet, 1211 Geneva, Switzerland. WTD.

Dutch manufacturers look for U.S. links with three proposals

Three Dutch firms seek licensing arrangements to make products related to their current fields of activity. Their interests range from oil processing equipment, plastic products to gas and oil fired burners for industrial heating systems.

- Licensing or similar agreements to manufacture medium to heavy petrochemical, processing and offshore drilling machinery and equipment are sought by a Dutch firm. The products would be marketed throughout Europe, including possibly countries in the East European bloc.

The Dutch concern specializes in the production of heavy steel structures such as storage tanks, silos and incinerators; machinery for the chemical and petrochemical industries, and general industrial equipment. It is also engaged in shipbuilding and repairing and such related port terminal activities as the storage and transshipment of goods. Distribution of manufactured products is made in close cooperation with a sister company located in Amsterdam.

The Dutch concern employs about 300 and is a subsidiary of a large West German organization.

Write: Havenbedrijf "Vlaardingen-Oost" N.V., 2 Schiedamsedijk or P.O. Box 47, Vlaardingen, The Netherlands. WTD.

- A prominent Dutch manufacturer of fully automatic industrial oil and gas fired heating systems and equipment seeks U.S. licenses for the manufacturing of related products.

Cross licensing is a possibility as the manager-owner is an expert in the field and has designed a unique natural gas burner for industrial and commercial use.

Established in 1932, the firm has about 60 employees, and its 1968 sales were estimated at $1.1 million.

Write: N. V. Stookunie-Delft, 14 Abtswoudseweg, or P.O. Box 221, Delft, The Netherlands. WTD.

- A medium-size, well established manufacturer of illuminated road and advertising signs, acrylic roof lights and similar plastic products seeks U.S. licenses in similar field. It particularly wants to cover additional plastic products for the building industry such as roof covering, shower cubicles, partitions, and road signs.

The Dutch firm specializes in vacuum forming of acrylics A.B.S., polystyrene, and in injection molding up to a shot-weight of about 13.5 lbs per mold. It has a large, modern injection mold press available for this purpose, and the company is geared to triple its present turnover immediately if the need arises.

Write: Perspex-en Plastic Industrie J. van Schagen N.V., 79 Graafstroomstraat, Rotterdam 8, The Netherlands. WTD.

Two German firms look for agreements

Licenses to manufacture pharmaceutical and cosmetic specialties, and such products as power hand tools for the plastic working industry are sought by two German firms.

- A medium-size manufacturer and exporter of pharmaceutical and cosmetic specialties seeks licensing agreements with U.S. producers of similar items.

Founded in 1908, this family-owned company employs 250 persons and has an annual turnover of $5 million.

Write: Merz & Co. KG, 100-104 Eckenheimer Landstr., 6 Frankfurt, Germany. WTD.

- Licenses for the manufacture of power driven hand tools and portable machinery for the plastic working industry sought by German manufacturer.

The firm numbers among the leading German manufacturers of woodworking tools and machinery and would consider cross licensing arrangement. The firm employs over 300 and annual sales amount to $3 million.

Write: Mafell Maschinenfabrik Rudolf Mey KG, 7239 Aistaig/Neckar, West Germany. WTD.

Singapore firm wants to make drugs under U.S. license

Manufacturer and distributor of relatively unsophisticated pharmaceuticals, ointments and patent drugs seeks to license additional items in this field from U.S. producers.

Write: Attn: Mr. Cepher *Chen* Yan Sun, Managing Director, Grace Pharmaceutical Pte. Ltd., 21 Jalan Jentera, Jurong, Singapore 22, Republic of Singapore. WTD.

U.S. licensees sought by five foreign manufacturers for varied products

Range of goods includes system for controlling keys, valves, concrete mixers, oil- and gas-fired furnaces, and ventilating items

Manufacturers in Great Britain, Switzerland, and West Germany are seeking U.S. licensees to produce and distribute their products for the U.S. market. The products offered are a system for controlling keys in offices and factories, valves, concrete mixers, oil and gas-fired furnaces, and ventilating equipment.

For additional details and the name and address of the firm, **write** the Office of International Investment, code 874, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230, referring to the appropriate File number assigned each opportunity listed below.

- A British manufacturer of office equipment and supplies is seeking a U.S. licensee to produce and distribute its system for controlling keys.

The system consists of novel rubber caps which fit over the tops of all size keys; key boards and cabinets in several sizes; and adjustable key hooks. The caps and the key hooks have slots into which matching labels can be inserted.

The range of colors of the caps can indicate certain groups, floors, or departments in offices and factories. **File 1703.**

- A Swiss manufacturer of pneumatic components is seeking a U.S. licensee to produce its electrical solenoid valves for air, gas or liquid.

The line includes direct acting solenoid valves; internal pilot operated solenoid valves; external pilot operated valves; and high pressure valves used as components of industrial process control equipment. **File 1704.**

- A West German manufacturer of oil and gas-fired furnaces and other industrial heating equipment is willing to negotiate a cross licensing agreement with a U.S. producer of electric furnaces.

Some of the equipment produced by the firm are rotary and plate hearth furnaces, annealing and heat treating plants and furnaces, and tunnel kilns.

Sales and manufacturing subsidiaries of this company are located in many leading world markets except the U.S. and Canada. **File 1705.**

- A West German manufacturer of plants and equipment for mixing and batching concrete is seeking a U.S. licensee to produce its truck-mounted concrete mixers.

The truck mixers, which are in capacities of 125, 140, 195 and 210 cu. ft., have a low dead weight, and location of the center of gravity allows for mounting on all suitable chassis. The drive is obtained from a separate diesel engine or from an infinitely variable hydraulic system operated by the vehicle engine. The drum rotation is reversed by either electric push-button control or, in the case of hydraulic equipment, is effected mechanically by actuating a control level.

The manufacturer will consider a cross-licensing arrangement in the field of concrete manufacture and transport. It states that patent protection exists on its equipment. **File 1706.**

- A West German company is seeking a U.S. licensee to produce its air ventilating units.

These units have patented double drum fans with special bearings, and operate quietly, with a power consumption of 25w. at 220v. The quiet, draft free ventilating unit can be wall, window or ceiling mounted in new or existing structures and is available in models for unfiltered venting or filtered fresh air intake and venting. The units can be equipped with heating elements for conditioning fresh air, or with ultra-violet mercury-vapor lamps to sterilize the air.

To supplement its own line, the company would consider a cross-licensing agreement. **File 1707.**

Cross licensing arrangement wanted by French producer

A well equipped medium-size plant with highly specialized technicians in the field of electronic medico-surgical equipment, instruments and devices seeks a cross licensing arrangement with a U.S. firm.

The French firm is interested in U.S. licenses for the production of resuscitation monitoring systems, reanimation and advanced medico-surgical equipment.

Write: Societe d'Exploitation des Etablissements Guy Foures, No. 48 Rue de l'Ecole-Normale, 33-Cauderan, Bordeaux, France. WTD.

World Trade Opportunities

Continued through page 51

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $4.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the International Liaison and Trade Opportunities Staff, BDSA-541, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requsted in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

011 Field crop farms

GAUDELOUPE, FWI—Red beans, approx. 800 to 1,000 one hundred lb. bags per mo.; rice, approx. 150 to 200 tons per mo. Prefers to obtain items from cooperatives. Maurice Wachter (wholesaler), 2 Rue Boisneuf, Boite Postale 95, Pointe-a-Pitre, Guadeloupe. WTD 12/68.

019 Horticultural specialities

● **CEYLON**—Barley seeds, 10,080 lbs. in gunny bags of 56 lbs. Bid deadline Jan. 28. Chairman, Tender Board, Dept. of Health, P.O. Box 584, Colombo.★ (Telephone: 202-967-4793).

138 Oil, gas field services

● **BOLIVIA**—(YPFB) Yacimientos Petroliferos Fiscales Bolivianos has issued Tender 1/69 for a study of system to collect, process and transport natural gas in Naranjillos and Monteagudo fields in Southeastern Bolivia.

Supply of required equipment, technical assistance in equipment installation and personnel training requested.

Bid deadline 6 p.m. Jan. 31 at Division De Adquisiciones, 4TO Piso, Oficina 401 at YPFB. Details and specifications available from YPFB's Gerencia De Explotacion, 7TO Piso, Apartado Correo 401, La Paz. Cable: Yacibol.

202 Dairy products

● **CEYLON**—Malted milk in one pound tins, 84,000 tins in cases of 36. Bid deadline Jan. 28. Chairman, Tender Board, Department of Health, P.O. Box 584, Colombo.★ (Telephone: 202-967-4793).

CYPRUS—Canned skimmed milk powder, milk powder 26% butterfat. Agency and direct purchase. Quote c.i.f. Cyprus. P. C. Orinos (manufacturers' agent, importer, distributor), P.O.B. 1285, Nicosia. WTD 12/68.

MALAWI—Condensed and powdered milk, smaller packs. I. M. Sidat (wholesaler), P.O. Box 32, Lilongwe. WTD 11/68.

203 Canning, preserving foods

BRAZIL—Fresh, dried fruits. Requests replies in Spanish. Raul S. Rodrigues & Cia. (importer, distributor), Av. Pres. Vargas, 417 9° andar sala 905 Rio de Janeiro ZC-00 GB. WTD 11/68.

TANZANIA—Canned fruits and vegetables, including tomato puree; dried and salted edible nuts. Quote c.i.f. Dar es Salaam. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

204 Grain mill products

TANZANIA—Polished rice in 100 kilos double bags for bulk distribution, different grades from 100% whole grain to 5, 10, 15 and 20 percent broken. Quote c.i.f. Dar es Salaam with samples. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

208 Beverage industries

BRAZIL—Malt for manufacture of beer. Companhia Alterosa de Cervejas (manufacturer), Rua dos Tamoios, 200 21° andar Caixa Postal 404 Belo Horizonte, Minas Gerais. WTD 11/68.

209 Food preparations

MALAWI—Yeast: canned, in small packs. I. M. Sidat (wholesaler), P.O. Box 32, Lilongwe. WTD 11/68.

211 Cigarettes

AFGHANISTAN—Cigarettes, with and without filters. Haji Dadullah Sikander (importer, wholesaler). Serai Abdul Rahman, Kabul. WTD 12/68.

221 Broad woven fabric mills, cotton

MALAWI—Cotton prints in the reel, for African clothing. Including close-out lines. Mr. Ahmed Malida, Malcom Agencies (wholesaler, retailer), P.O. Box 105, Lilongwe. WTD 12/68.

NETHERLANDS—Fabrics for manufacture of men's, boys' shirts. Overhemden-Industrie de Munt N.V. (importer, manufacturer, wholesaler, exporter), Dr. Kuyperstraat 21, Weert. WTD 12/68.

CYPRUS—Cotton fabrics. Agency and direct purchase. Quote c.i.f. Cyprus. P. C. Orinos (manufacturers' agent, importer, distributor), P.O.B. 1285, Nicosia. WTD 12/68.

222 Broad woven fabric mills, manmade fiber, silk

AUSTRIA—Plushes (imitation fox, mink furs) for manufacture of headgear. Hubert Trattler-Hutfabrik Corso (manufacturer), Kirchengasse 40, A-1070 Vienna. WTD 12/68.

CYPRUS—Synthetic fabrics. Agency and direct purchase. Quote c.i.f. Cyprus. P. C. Orinos (manufacturers' agent, importer, distributor), P.O.B. 1285, Nicosia. WTD 12/68.

★★ **IVORY COAST**—Polyester fabrics. Requests replies in French. Ciese Abdoussalame (importer), B.P. 156, Bouake. WTD in preparation. TM IC-8.

228 Yarn, thread mills, products

MALAWI—White cotton thread for tailoring. I. M. Sidat (wholesaler), P.O. Box 32, Lilongwe. WTD 11/68.

TANZANIA—Cotton, synthetic, silk and woolen yarns, single and double thread, on cones and hanks for local textile industries. Quote c.i.f. Dar es Salaam with samples. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

229 Textile goods

★★ **IVORY COAST**—Polyester, wool, linen fabrics. Requests replies in French. Le Rivoli (importer), Attn: Victor Henein, B.P. 2745, Abidjan. WTD in preparation. TM IC-21.

232 Men's, youths', boys' furnishings, work clothing

★★ **IVORY COAST**—Men's socks, shirts, sweaters. Requests replies in French. Le Rivoli (importer), Attn: Victor Henein, B.P. 2745, Abidjan. WTD in preparation. TM IC-22.

MALAWI—Men's, youths' sport shirts, tee-shirts, jeans, sports pants, hosiery, ties, belts; latest fashions, cheaper qualities. Mr. Ahmed Malida, Malcom Agencies (wholesaler, retailer), P.O. Box 105, Lilongwe. WTD 12/68.

Men's dress, work trousers; jeans; shirts, striped, colored and plain; lower price bracket. I. M. Sidat (wholesaler), P.O. Box 32, Lilongwe. WTD 11/68.

233 Women's, misses', juniors' outerwear

MALAWI—Dresses, skirts, blouses, costumes, jeans and two-piece pajama suits for women, girls. Mr. Ahmed Malida, Malcom Agencies (wholesaler, retailer), P.O. Box 105, Lilongwe. WTD 12/68.

234 Women's, misses', children's, infants' under garments

MALAWI—Women's, children's undergarments, cheaper lines including close-outs. Mr. Ahmed Malida, Malcom Agencies (wholesaler, retailer), P.O. Box 105, Lilongwe. WTD 12/68.

PORTUGAL—Better quality women's, misses' underwear, foundation garments. Direct purchase and agency. Sergio Barbosa Mendes & Filhos (importer, wholesaler, retailer), Praia, Cape Verde. WTD in preparation.

236 Girl's, children's, infants' outerwear

MALAWI—Baby clothes and furnishings, including close-out lines, seconds. Mr. Ahmed Malida, Malcom Agencies (wholesaler, retailer), P.O. Box 105, Lilongwe. WTD 12/68.

242 Sawmills, planing mills

FRANCE—Lumber, timber, cut stock wood suitable for construction of wooden houses; pre-cut wood panels, related material. Pippi Freres (Entreprises) (building contractors), 2 Place du Corps-Franc Pomies; 31- Blagnac, Haute-Garonne. WTD in preparation.

GERMANY—Rough Carolina pine, yellow pine flitches in commercial grades of 7/4"; 2"-2½" and 3". Requests price quotations c.i.f. Rotterdam. Deventer-Holz Importgesellschaft mbH. (importer), 5778 Meschede/Ruhr, Postfach 52. WTD 10/68.

243 Millwood, veneer, plywood, prefabricated structural wood products

FRANCE—Prefabricated houses, wood frame, all categories, including mobile homes, vacation dwellings, cottages, others, such as ready-cut construction units. Pippi Freres (Entreprises) (building contractor), Place du Corps-Franc Pomies; 31- Blagnac, Haute-Garonne. WTD in preparation.

251 Household furniture

TANZANIA—All types of household furniture, low to medium priced; popular items for outdoors and packaged sets for indoors (lounge, bed, kitchen); interested to receive offers for complete packaged sets to furnish small maisonettes, flats. Quote c.i.f. Dar es Salaam with illustrative brochures. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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252 Office furniture

TANZANIA—All types of office furniture of low to medium priced range. Quote c.i.f. Dar es Salaam with illustrative brochures. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

262 Paper mills

● **IRAN**—Iranian Tobacco Monopoly requires 50 tons light blue Kraft paper. Substance to be 100 grams/square meter ± 5 grams. Paper to be provided in bobbins measuring 492 mm wide and having bobbin core diameter of 150 mm.

Bid deadline Feb. 4.

Copy of tender containing specifications and conditions available from Forest Products and Packaging Division, BDSA-625, Room 4007, U.S. Department of Commerce, Washington, D.C. 20230★ (Telephone: 202-967-3530).

264 Converted paper, paperboard products

TANZANIA—Pressure sensitive masking tapes for spray gun lacquering in rolls of 55/60 yds. ½" to 2" width. Direct purchase and/or agency. Quote c.i.f. Dar es Salaam with samples. G. M. Sulemanji & Sons (importer, distributor), P.O. Box 86, Dar es Salaam. WTD 12/68.

281 Industrial chemicals

SWEDEN—Pigments, other raw materials for paint, varnish industry, phenol, phthalic anhydride. Agency and direct purchase. Firma Viktor Ramell (agent, wholesaler), Kungspassagen, S-411 15 Goteborg. WTD 12/68.

282 Synthetic materials

BRAZIL—Polyvinyl chloride resin for manufacturing of hard and flexible water pipes. Samples desired; c.i.f. quotations Belem (Para), Rio de Janeiro (Guanabara) and Santos (Sao Paulo) required. Requests replies in Portuguese or Spanish. Tubos Plasticos da Amazonia S.A.-TUPLAMA (manufacturer), Rua de Santo Antonio 95, Caixa Postal 217, Belem, Para. WTD 12/68.

SWEDEN—Polyvinyl acetate dispersion. Agency and direct purchase. Firma Viktor Ramell (agent, wholesaler), Kungspassagen, S-411 15 Goteborg. WTD 12/68.

283 Drugs

GERMANY—Ethical preparations for treatment of liver, biliary, and gastro-intestinal diseases, related pharmaceutical preparations. HEK GmbH. (manufacturer, importer), Kaninchenborn 28, 24 Luebeck. WTD 10/68.

● **MALAYSIA**—The Ministry of Health of Malaysia has issued an invitation for bids for the supply of a wide range of antibiotics.

The invitation, with a bid deadline of Feb. 10 calls for bids on 29 items, including chloramphenicol palmitate, 100 kg.; chloramphenicol 250 mg., 1,000,000 capsules; erythromycin 250 mg., 400,000 tablets or capsules; griseofulvin 125 mg., 500,000 tablets; penicillin G one million units, 400,000 vials; penicillin V 125 mg., 5,000,000 tablets; chlortetracycline 250 mg., 350,000 capsules; tetracycline 250 mg., 8,000,000 capsules; oxytetracycline 250 mg., 350,000 capsules, and ampicillin 250 mg., 350,000 capsules.

Copies of this tender are available to interested firms from the Chemicals Division, BDSA-665, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-3394).

NETHERLANDS—Pharmaceutical raw materials, specialties, premixes and compounds for human, veterinary use, such as vaccines for dogs, cats, other large household pets, fowl. Direct purchase, agency or representation desired for Benelux area, Indonesia. Centrafarm (manufacturer, importer, distributor, exporter), 41 Ludolf de Jonghstraat, Rotterdam. Attn: Mr. W. Rotmans. WTD 12/68.

SOUTH AFRICA—White petrolatum. Boardman Bros. (importing distributor), P.O. Box 9, Tsomo, Cape Province. WTD in preparation.

SWITZERLAND—All kinds of drugs, pharmaceutical preparations; newly developed products. Direct purchase and agency. Vanco Ltd. (export agent), Viale Stazione, 6500 Bellinzona. WTD in preparation.

New raw materials, semi-finished products, active substances for food, feeds industry. Direct purchase and agency. Multiforsa AG (manufacturer, distributor), 6301 Zug. WTD 12/68.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

MALAWI—Shoe polishes, various shades. I. M. Sidat (wholesaler), P.O. Box 32, Lilongwe. WTD 11/68.

PORTUGAL—Natural, synthetic perfumes; cosmetics, toilet preparations. Direct purchase and agency. Sergio Barbosa Mendes & Filhos (importer, wholesaler, retailer), Praia, Cape Verde. WTD in preparation.

SWITZERLAND—Cleaning, polishing, similar preparations for automobiles; new products. Direct purchase and agency. Fit Handels AG (exporter, agent), Postfach, CH 9013 St. Gallen. WTD in preparation.

287 Agricultural chemicals

IRAN—Different types of agricultural pesticides, fertilizers. Tellai Trading Co. (importer), Seraye Chitsaz, Bouzarjomehri Ave., Tehran. WTD 12/68.

289 Chemical products

JAPAN—Bird control chemicals for application on roofing materials. Direct purchase and agency. Mitsuboshi Belting Ltd. (manufacturer, exporter), 7 Hamazoe-dori 4-chome, Nagata-ku (Kobe Port P.O. Box 535), Kobe. WTD 10/67.

SWEDEN—Printing ink. Agency and direct purchase. Firma Viktor Ramell (agent, wholesaler), Kungspassagen, S-411 15 Goteborg. WTD 12/68.

301 Tires, tubes

CYPRUS—Passenger car, truck and bus, motorcycle tires, inner tubes. Agency and direct purchase. Quote c.i.f. Cyprus. Lambis G. Constantinides Ltd. (manufacturers' agent, importer, distributor), P.O.B. 1586, Nicosia. WTD 11/68.

306 Fabricated rubber products

THAILAND—Asbestos-covered hose, heat resistance not less than 1000° C. Technical literature, quotations requested. Mr. Somkiat Nimmannit, G.S. Steel Co., Ltd. (manufacturer), 98 Poo Chao Samingprai Rd., Phra Pradang, Sukhumvit Highway, Samut Prakarn. WTD in preparation.

307 Plastic products

★★ **IVORY COAST**—Plastic tops for coffee cans. Requests replies in French. Ets. Jean Abile-Gal S.A. (importer, wholesaler), Attn: Gerard Brault, B.P. 1798, Abidjan. WTD 8/67. TM IC-24.

311 Leather tanning, finishing

KOREA—Cattle hides, horse hides, steer hides, allied products. Samkey Trading Co., Ltd. (exporter, importer, manufacturer), I.P.O. Box 2157, Seoul. WTD in preparation.

SOUTH AFRICA—Garment leather; leather garment trimmings, findings. Culti (Pty.) Ltd. (manufacturer), 74 St. George's St., Cape Town, Cape Province. WTD 12/68.

313 Boot, shoe cut stock, findings

TANZANIA—All kinds of products for footwear assemblers with own moulding machines. Major parts like uppers, inners and bottom soles and accessories to make complete pair of all types of shoes. Samples, c.i.f., Dar es Salaam quotations requested. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

314 Footwear, except rubber

TANZANIA—Shoes, sandals, slippers, all types, except industrial. Quote c.i.f. Dar es Salaam with illustrative brochures. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

319 Leather goods

FRANCE—High quality gift items made of leather or in leather case. Ets. Vangerdinge (importer), Carrefour Ste Anne, 84-Vedene. WTD 12/68.

321 Flat glass

★★ **IVORY COAST**—Window glass plain, tinted against sun glare. Requests replies in French. MIVI (construction firm), Attn: Donne Freslon, B.P. 20650, Abidjan. WTD in preparation. TM IC-56.

322 Glass, glassware

FRANCE—High quality gift items such as ashtrays, vases, cups, figurines. Ets. Vangerdinge (importer), Carrefour Ste Anne, 84-Vedene. WTD 12/68.

326 Pottery, related products

AUSTRIA—Tableware, kitchen articles for households, restaurants, hotels. Direct purchase and agency. Jos. Greussing (importer, wholesaler, manufacturers' representative), Kaiserstrasse 11, P.O. Box 191, A-6901 Bregenz. WTD 4/68.

327 Concrete, gypsum, plaster products

AUSTRIA—All types of prefabricated materials for interior room construction. Breuss & Co. (manufacturer, importer), A-6771 St. Anton im Montafon, Vorarlberg. WTD 11/68.

328 Cut stone products

FRANCE—High quality gift items. Ets. Vangerdinge (importer), Carrefour Ste Anne, 84-Vedene. WTD 12/68.

329 Abrasive, asbestos, nonmetallic mineral products

TANZANIA—Silicon carbide waterproof abrasive papers for auto-spray workshops; size No. 60 to 400. Direct purchase and/or agency. Quote c.i.f. Dar es Salaam with samples. G. M. Sulemanji & Sons (importer, distributor), P.O. Box 86, Dar es Salaam. WTD 12/68.

331 Steel mill products

● **CEYLON**—Steel plate, 1,325, 8' by 48"; thickness ¼", ⅜" and ½", to B.S.S. #15 (1961). Tender for the supply of mild steel plates; bid deadline Mar. 4. Chairman, Tender Board, Dept. of Govt. Stores, P.O. Box 418, Colombo.

Tender documents available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington. D.C. 20230.★ (Telephone: 202-967-2364).

● **IRAN**—Iron wire, 16,100 kgs, in four diameter sizes: 3 mm, 4 mm, 5 mm and 6 mm; steel round wire, 70,000 kgs, S.T. 60, in eight diameter sizes ranging from 28 mm to 55 mm. Tender #1518/47; bid deadline Mar. 1. Iranian State Railways, Tehran.

Tender documents available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2364).

● Black iron pipe, 10,000 kgs, in six diameter sizes ranging from ½" to 2½"; galvanized pipe, 38,900 kgs, in ½", ¾" and 1" diameter; seamless steel pipe 9,700 kgs, in five diameter sizes ranging from ½" to 2". Tender #1517/47; bid deadline Feb. 22. Iranian Steel Railways, Tehran.

Tender documents available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230.★. (Telephone 202-967-2364).

● **KOREA**—Steel sheets, plates and strip, 6,400, in five sizes, thickness 1.8 mm, 4.5 mm and 9 mm; wire rod, 1,180,000 m, hard drawn steel spring wire, 5 mm diameter, in coils of 1,000 m; welding wire, 6,765 kg, of 2 mm, 3 mm and 4 mm diameter; welding flux, 10,900 kg. Tender #KFW/L-8217-P; bid deadline Feb. 3. Office of Supply, Govt. of the Rep. of Korea, Seoul.

Tender documents available from Iron and Steel Division, BDSA-669, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2364).

332 Iron, steel foundries

CAMBODIA—Cast iron water pipe. Requests catalogs or information on range of products available with export price list. Direct purchase and agency. Comin Khmere (importer, distributor), Boite Postale 625, Phnom Penh. WTD 12/68.

342 Cutlery, handtools, general hardware

SWITZERLAND—Handtools, general hardware for automobiles; new products. Direct purchase and agency. Fit Handels AG (exporter, agent), Postfach, CH 9013 St. Gallen. WTD in preparation.

343 Heating apparatus, plumbing fixtures

URUGUAY—Two each steam boilers, watercubes, package type. Capacity: approximately 15,000 lb./hr. Working pressure: 200 lb./sq. in. Francisco Goldfinger (importer, agent), Calle Paysandu 893, Piso 1, Montevideo. WTD in preparation.

344 Fabricated structural metal products

FRANCE—High quality gift items made of metal. Ets. Vangerdinge (importer), Carrefour Ste Anne, 84-Vedene. WTD 12/68.

★★ **IVORY COAST**—Aluminum window, door frames, components which can be assembled locally. Requests replies in French. MIVI (construction firm), Attn: Donne Freslon, B.P. 20650, Abidjan. WTD in preparation. TM IC-55.

349 Fabricated metal products

GERMANY—Automatic control valves for large chemical plants; petrochemical companies; manufacturers of pharmaceuticals; beverage, food industries. Requests price quotations f.o.b. U.S. ports. GEFA Industriearmaturen A.B. (importer, wholesaler), 46 Dortmund-Brechten, Brambauer Strasse 29. WTD 12/68.

351 Engines, turbines

● **THAILAND**—Supply and install two vertical-shaft Francis type hydraulic turbines with auxiliary equipment for the Sirikit Power Project. Tender No. YEA-SK-TI, bid deadline Apr. 1.

Specifications available for $30 non-refundable, from Acres Western Limited, No. 960-505 Burrard St., Vancouver 1, British Columbia, Canada (a loan application pending with IBRD).

353 Construction, mining, materials handling machinery, equipment

ITALY—Drills, water wells and blast hole, other water drilling equipment. Gestione Autonoma Ricerche Idrogeologiche, Ente Sviluppo Agricolo, E.S.A. (government agency), Via Liberta' 216, 90143 Palermo. WTD in preparation.

354 Metalworking machinery

★★ **CAMEROON**—Power hacksaw, shear, flame cutting equipment, pipe benders, all light to medium gauge material, as well as other equipment used by machine shop. Requests replies in French. Ets. Ndikoum Ndima, George (manufacturer), B.P. 5132, Douala. WTD in preparation. TM C-24.

★★ **IVORY COAST**—Metal cutting machine, mechanical hack saw, filing machine, iron worker, bending tool and mechanical riveting machine. Requests replies in French. Ets. Kante Noumounakan (manufacturer), Attn: Kante Noumounakan, B.P. 497, Bouake. WTD in preparation. TM IC-4.

355 Special industry machinery

AFGHANISTAN—Complete small skin pickling, tanning plant for processing chinchilla skins. Chinchilla Joint Stock Co. (manufacturer, importer, wholesaler), P.O. Box No. 449, Kabul. WTD 4/68.

BRAZIL—Machinery for manufacture of beer. Companhia Alterosa de Cervejas (manufacturer), Rua dos Tamoios, 200 21° andar Caixa Postal 404 Belo Horizonte, Minas Gerais. WTD 11/68.

Machinery for manufacture of wooden toothpicks (round; pointed at both ends). Florido, Melo & Cia. Ltda. (manufacturer, distributor), Estrada do Otaviano, 413 (Turiacu), Rio de Janeiro ZC-38 GB. WTD 12/68.

★★ **CAMEROON**—Machinery to make simple floor tile. Requests replies in French. Marchacam (manufacturer, importer), Attn: Mohamed Chaqui, B.P. 613, Douala. WTD in preparation.

★★ Twist wrapping machine, small wrapping machine for biscuits. Requests replies in French. No-Co-Ca (Nouvelle Confiserie Camerounaise) (manufacturer, importer), Attn: Toufic Hajj, B.P. 5151, Douala. WTD in preparation. TM C-23.

CYPRUS—Printing, graphic machinery, equipment. Agency and direct purchase. Quote c.i.f. Cyprus. P. C. Orinos (manufacturers' agent, importer, distributor), P.O.B. 1285, Nicosia. WTD 12/68.

★★ **IVORY COAST**—Small offset press, 40-48" guillotine paper cutter. Requests replies in French. Imprimerie Commerciale (manufacturer, importer), Attn: Alfred Moreno, B.P. 5849, Abidjan. WTD in preparation. TM IC-2.

★★ Automobile battery making machinery. Requests replies in French. Socivoire (importer), Attn: Fiemoleo Camara, B.P. 5465, Treichville. WTD in preparation. TM IC-20.

★★ Machinery to make double edged safety razor blades. Requests replies in French. Pierre Brochand (exporter), B.P. 21112, Abidjan. WTD in preparation. TM IC-12.

★★ Semi-automatic weighing and filling machines to be used in packaging foodstuff; pouch packing machine (transwrap-type) for quantity of two to three tons per 8 hr. day. Requests replies in French. Ets. Jean Abile-Gal S.A. (importer, wholesaler), Attn: Gerard Brault, B.P. 1798, Abidjan. WTD 8/67. TM IC-23.

★★ Electronic sorting machine for coffee, cocoa beans with ejection system for substandard beans. Requests replies in French. Modernafric (importer, wholesaler), Attn: Georges Chapey, B.P. 1475, Abidjan. WTD in preparation. TM IC-42.

★★ Machines to produce small rubber articles from liquid rubber. Requests replies in French. MA.CA.CI. (manufacturer), Mr. Christian Puijanne, B.P. 20562, Abidjan. WTD in preparation. TM IC-58.

★★ Machinery for manufacturing automobile batteries. Requests replies in French. Sounkalo Djibo (real estate developer), B.P. 1, Bouake. WTD in preparation. TM IC-3.

MOROCCO—Complete machinery for manufacture of sterilized catgut (tough cord made from animal casings, used for sutures). Requests quotations, illustrated catalogs. Quotations c.i.f. Casablanca. Boyauderie Sediouk (exporter), 60, Rue Lecrivain, Casablanca. WTD 12/68.

NETHERLANDS—All kinds of boxmaking machinery, bookbinding machinery, equipment. Direct purchase and exclusive representation. J. van den Hoek (importer, sales agent), 8 Dalweg, Baarn. WTD 12/68.

SWEDEN—Paint making machinery. Direct purchase and agency. Firma Viktor Ramell (agent, wholesaler), Kungspassagen, S-411 15 Goteborg. WTD 12/68.

YUGOSLAVIA—Equipment for production of 10 million polyethylene bags for fertilizer packaging (50 kg.). Dimensions of bags: width 500 mm, length 1,000 mm, thickness 0,18 mm. Sl. list No. 51; B 1443. Bid deadline Mar. 11. Invest-Import (importer), Beograd, Terazije 5. WTD 11/67.

Printing trades machinery, equipment; including offset presses. Sl. list No. 51; S1660. Bid deadline Mar. 11. Vardar, import-export (importer), Skopje, Ul. 477 bb P.O.B. 552. WTD 12/67.

356 General industrial machinery

BRAZIL—Machinery for wrapping of wooden toothpicks. Florido, Melo & Cia. Ltda. (manufacturer, distributor), Estrada do Otaviano, 413 (Turiacu) Rio de Janeiro, ZC-38 GB. WTD 12/68.

★★ **CAMEROON**—Spraying equipment used when painting automobiles. Mukonga & Sons (workshop), Attn: V. Mykonga, P.M.B. 80, Victoria. WTD in preparation.

ITALY—Industrial lifting water pumps, equipment, compressors, water systems, other water equipment. Gestione Autonoma Ricerche Idrogeologiche, Ente Sviluppo Agricolo, E.S.A. (government agency), Via Liberta' 216, 90143 Palermo. WTD in preparation.

THAILAND—Electric melt furnaces for producing cast alloy and alloy steel, capacity 500-1,000 kgs.; spare parts for 20-ton Daido electro melt furnace: relief valve, maximum pressure 170 kgs./cm^2, sensitive pressure 5 kgs./cm^2; check valve, and sequence valve. Requests catalogs, technical literature, quotations. Mr. Somkiat Nimmannit, G.S. Steel Co., Ltd. (manufacturer), 98 Poo Chao Samingprai Rd., Phra Pradang, Sukhumvit Highway, Samut Prakarn. WTD in preparation.

357 Office, computing, accounting machines

★★ **IVORY COAST**—Forty typewriters for secretarial school. Requests replies in French. Institute Commercial (school) Attn: Alfred Hawmmond, B.P. 1113, Bouake. WTD in preparation. TM IC-51.

SWITZERLAND—Electronic data processing equipment, accessories for industrial, laboratory applications. Direct purchase and agency. Omni Ray AG (importer, distributor, manufacturer), Dufourstrasse 56, 8008 Zurich. WTD in preparation.

Data processing equipment, accessories, peripheral equipment, small computers, automation systems. Intronic S.A. (importer, distributor), P.O. Box 8952, Schlieren. WTD 4/68.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 843-2386.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Bldg. Area Code 907 Tel. 272-6531.

ATLANTA, GA., 30303, 4th Floor Home Savings Bldg., 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 S. 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Bldg., Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Bldg., 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Bldg., 2120 Capitol Ave. Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Bldg., 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Bldg., 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44114, Room 600, 666 Euclid Ave. Area Code 216 Tel. 522-4750.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. 749-3287.

DENVER, COLO., 80202, 16419 Federal Bldg., 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Bldg. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 286 Alexander Young Bldg., 1015 Bishop St. Area Code 808 Tel. 546-5977.

HOUSTON, TEX., 77002, 5102 Federal Bldg., 515 Rusk Ave. Area Code 713 Tel. 226-4231.

JACKSONVILLE, FLA., 32202, P.O. Box 35087, 400 W. Bay St. Area Code 904 Tel. 791-2796.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. 374-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Bldg., 1031 S. Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 710 Home Federal Bldg., 147 Jefferson Ave. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Bldg., 238 W. Wisconsin Ave. Area Code 414 Tel. 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Bldg., 110 S. Fourth St. Area Code 612 Tel. 334-2131.

NEW ORLEANS, LA., 70130, 909 Federal Office Bldg., S., 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10007, 41st Floor, Federal Office Bldg., 26 Federal Plaza, Foley Sq. Area Code 212 Tel. 264-0634.

PHILADELPHIA, PA., 19107, Jefferson Bldg., 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Bldg., 230 N. First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Bldg., 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Bldg., 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Bldg., 400 N. 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Bldg., 1520 Market St. Area Code 314 Tel. 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Bldg., 125 S. State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Bldg., Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Bldg., 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 8021 Federal Office Bldg., 909 First Ave. Area Code 206 Tel. 583-5615.

YUGOSLAVIA—Electronic computer (for business data) with core memory 24K, and all auxiliary equipment, including assembly, servicing, personnel education. Sl list 51; Lj 837. Bid deadline Mar. 4. Mladinska Knjiga (publisher), Ljubljana, Titova 3.

Assembly of electronic calculating, accounting machines, with third generations core memory, possibility of applying Cabol & Fortran and connecting external memories; also, education of personnel, organization of help, servicing. Sl list No. 51; Z 923. Bid deadline Mar. 4. Generalinvest (business association), Zagreb, Ilica br. 307. WTD 4/68.

358 Service industry machines

AUSTRIA—Food warming equipment, plate warmers, related equipment for hotels, catering establishments. Direct purchase and agency. Jos. Greussing (importer, wholesaler, manufacturers' representative), Kaiserstrasse 11, P.O. Box 191, A-6901 Bregenz. WTD 4/68.

★★ **CAMEROON**—Dry cleaning, laundry machines for commercial use. Requests replies in French. Dieudonne Tchoumba (retailer), B.P. 24, Yaounde. WTD in preparation. TM C-6.

IRAN—Refrigeration, air conditioning, central heating equipment, parts. Direct purchase and agency. Frico Co., Ltd. (importer, manufacturer), 380 Takhte-Jamshid Ave., between Bahar & Shemiran Rd., Tehran. WTD 12/68.

★★ **IVORY COAST**—Self refrigerating shipping containers (knocked down). Requests replies in French. Transafric (importer), Attn: Pierre Y. Brochand, B.P. 21112, Abidjan. WTD 4/68. TM IC-13.

361 Electric transmission, distribution equipment

YUGOSLAVIA—Eight transformers (70 mva; 12 mva; 630 kva). Sl. list No. 51; B 1454. Bid deadline Mar. 11. Invest-Import (importer), I sektor uvoza, Beograd, Terazije 5. WTD 11/67.

362 Electrical industrial apparatus

VENEZUELA—One to three standard diesel electric power plants, single or dual fuel, capacity 1500 kw. to 2000 kw., 2300 volts (13,800 volts preferred, if possible), with switch gear, automatic operation, transportable, remote controlled, to operate for emergency, standby and peaking. Quote price, delivery. C. A. Fuerza Electrica (power generating, distributing company), Apartado 31, Anaco, Anzoategui. WTD 5/68.

363 Household appliances

★★ **CAMEROON**—Second hand industrial sewing machine other than for shoes. Requests replies in French. Marchacam (manufacturer, importer), Attn: Mohamed Chaqui, B.P. 613, Douala. WTD in preparation. TM C-26.

364 Electric lamps

● **IRAN**—Supply of 27.500 various electric lamps. Tender No. 1519/47, bid deadlines Feb. 26. The Iranian State Railways, Tehran. Consumer Products Div., BDSA 623, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-5345).

365 Radio, television receiving sets

★★ **CAMEROON**—Phonograph records. Requests replies in French. Ets. Paul Nya (wholesaler), B.P. 739, Yaounde. WTD in preparation. TM C-5.

★★ **IVORY COAST**—Tape-cassette dubbing equipment for duplicating tape recordings made in firm's studio. Requests replies in French. Modernafric (importer, wholesaler), Attn: Georges Chapey, B.P. 1475, Abidjan. WTD in preparation. TM IC-43.

SWITZERLAND—Radio, phonographs, amplifiers, tuners, speakers, tape recorders, audio equipment. Direct purchase and agency. Cida Electra SA (importer, distributor), Ave. Ruchonnet 2, 1000 Lausanne. WTD 12/68.

All kinds of household television, radio receiving sets, phonographs, related apparatus; replacement parts, accessories; portable radio sets. Allelectric AG (importer, distributor), Gartenstrasse 12, 5600 Lenzburg. WTD in preparation.

367 Electronic components, accessories

SWITZERLAND—Electronic equipment, accessories such as small computers, peripheral, automation systems. Intronic S.A. (importer, distributor), P.O. Box, 8952 Schlieren. WTD 4/68.

Electronic components, measuring instruments, semiconductors. Direct purchase and agency. Rotronic AG (importer, distributor), Kernstrasse 8, 8004 Zurich. WTD 12/68.

Electronic equipment, components, all kinds. Direct purchase and agency. Omni Ray AG (importer, distributor, manufacturer), Dufourstrasse 56, 8008 Zurich. WTD in preparation.

369 Electrical machinery, equipment, supplies

●**NEW ZEALAND**—Supply of coronary intensive care center equipment required for a four-bed unit; equipment includes: bedside monitors, cardiac pacemakers, central monitoring station, and resuscitation equipment.

Tender No. S 2819, bid deadline Jan. 29.

Requested by Intensive Care Equipment, The Supply Officer, Auckland Hospital Board, Wellesley and Kitchener Sts., Auckland 1.

Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

371 Motor vehicles, motor vehicle equipment

COLOMBIA—Spare parts, accessories for automotive vehicles. Casa Automotriz Ltda. (importers, wholesalers, retailers), Carrera 15 No. 19-50, Bucaramanga. WTD 12/68.

★★ **IVORY COAST**—Refrigerated trucks, truck trailers used to haul vegetables, fruit, fish. Requests replies in French. Rahmani, J. Louis (transporter), B.P. 19, Bouake. WTD in preparation. TM IC-6.

373 Ship building, repairing

YUGOSLAVIA—Four ships of the type "New Liberty", length 140-150 m., width 20-21 m., height 12.5-13m., DWT 14 000-15.000 tons, 15 knots, motor power 7,700-8,000 b.hp., draught 8.90-9.10 m., Sl list 51: B 1449. Bid deadline Mar. 11. Delivery 19-30 months from date contract signed; payment on credit basis (8 yrs.). Jugoslovenska linijska plovidba (ship company), Rijeka, Obala Jugoslovenske mornarice 16.

381 Engineering, laboratory, scientific, research instruments, equipment

ITALY—Water measuring, analyzing instruments, equipment. Gestione Autonoma Ricerche Idrogeologiche, Ente Sviluppo Agricolo, E.S.A. (government agency), Via Liberta' 216, 90143 Palermo. WTD in preparation.

★★ **IVORY COAST**—Volumeter for methylbromide. Requests replies in French. Sofruiprim (manufacturer), Attn: Jean-Charles DuBois, B.P. 2400, Abidjan. WTD in preparation. TM IC-29.

382 Instruments for measuring, controlling, indicating physical characteristics

● **PAKISTAN**—Supply of sand testing equipment; strength tester; gas permeability tester; molding sand moisture tester; laboratory test and sieving machine. Tender No. S-12/223/68-69, bid deadline Jan. 25. Requested by Directorate of Supply, Govt. of East Pakistan, 48 Motijheel Commercial Area, Dacca 2.

Specifications available on loan basis from the Scientific and Business Equipment Division, BDSA-653, U.S. Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2939).

SWITZERLAND—Electronic measuring instruments. Direct purchase and agency. Rotronic AG (importer, distributor), Kernstrasse 8, 8004 Zurich. WTD 12/68.

Electronic measuring, control instruments, industrial process instruments. Direct purchase and agency. Omni Ray AG (importer, distributor, manufacturer), Dufourstrasse 56, 8008 Zurich. WTD in preparation.

384 Surgical, medical, dental instruments

★★ **CAMEROON**—Laboratory equipment for use by pharmacologist for biological experiments, tests, blood analyses. Requests replies in French. Pharmacie la Sante (importer, retailer), Attn: Mme Jeanne Ngo Mai, B.P. 4095, Yaounde. WTD in preparation. TM C-4.

SWITZERLAND—All kinds of dental instruments, cements, similar products. Direct purchase and agency. Vanco Ltd. (export agent), Viale Stazione, 6500 Bellinzona. WTD in preparation.

386 Photographic equipment

★★ **IVORY COAST**—Thirty-five mm movie projector equipment to be used in public theatre soon to be constructed. Requests replies in French. Djibo, Sounkals (real estate developer), B.P. 1, Bouake. WTD in preparation. TM IC-10.

SWITZERLAND—Photographic still and motion picture apparatus, including accessories, projectors for amateur use. Direct purchase and agency. Beffa (importer, distributor), Winterholzstrasse 55, 3018 Bern. WTD 12/68.

391 Jewelry, silverware, plated ware

FRANCE—High quality gift items: silverware, plated ware, stainless ware. Ets. Vangerdinge (importer), Carrefour Ste Anne, 84-Vedene. WTD 12/68.

394 Toys, all types

PORTUGAL—All types of toys. Direct purchase and agency. Sergio Barbosa Mendes & Filhos (importer, wholesaler, retailer), Praia, Cape Verde. WTD in preparation.

399 Manufacturing industries

FRANCE—Lamp shades of high quality. Ets. Vangerdinge (importer), Carrefour Ste Anne, 84-Vedene. WTD 12/68.

509 Wholesalers

TANZANIA—Over-issued and once read newspapers of standard large size 22" x 33" when opened or nearest in 20 kilos steel-hooped bales. Quote c.i.f. Dar es Salaam. Direct purchase and/or exclusive agency. R. N. Rattansi & Sons Ltd. (importer, exporter, agent), P.O. Box 269, Dar es Salaam. WTD 12/68.

593 Antique, secondhand stores

MALAWI—Secondhand men's clothing, especially suits, overcoats, jackets. Malcom Agencies (Mr. Ahmed Malida), (wholesaler, retailer), P.O. Box 105, Lilongwe. WTD 12/68.

Secondhand men's clothing, topcoats, suits, jackets. I. M. Sidat (wholesaler), P.O. Box 32, Lilongwe. WTD 11/68.

Tunisia calls for bids on variety of equipment

Tunisia is requesting bids for equipment and apparatus in the following categories: photographic; electric transmission and distribution; laboratory and automotive mechanics; welding and iron working; wood shaping and carpentry; masonry; and industrial design. The bid deadline is Feb. 25.

Bids should be submitted to: Secretariat d'Etat a l'Education Nationale, Attn: Monsieur le Chef de la Division, des Batiments et du Materiel, Rue d'Angleterre, Impasse Menabrea, Tunis, Tunisia. Copies of tender documents are available from the above address.

Terms and specifications are in French. Correspondence is preferred in French. A copy of the tender documents is available for review in the Scientific and Business Equipment Division, BDSA, Room 4120, U.S. Department of Commerce, Washington, D.C.★ (This copy cannot be loaned out).

Argentina issues tenders for power plant project

Agua y Energia Electrica, an Argentine Government agency distributing water and electrical energy, is inviting bids for the construction of additional facilities for the "9 de Julio" power plant, in Mar del Plata, Province of Buenos Aires, Argentina.

The official budget for this project, which is to be partially financed by the Inter-American Development Bank, is 706,777,290 Argentine pesos (approx. $2,019,364).

Deadline for submittal of bids is Feb. 11.

Copies of conditions and technical specifications may be obtained for 30,000 Argentine pesos (approx. $86) from Agua y Energia Electrica, Lavalle 1554, Buenos Aires, Argentina, by asking for Public Tender No. 163/68.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

★★ **IVORY COAST**—Food specialties, confectionery, canned meat, snack food of all kinds provided shelf life is assured. Requests replies in French. Massieye & Ferras (importer, exporter), Attn: Henri Ferras, B.P. 1293, Abidjan. WTD 6/67. TM IC-37.

204 Grain mill products

★★ **IVORY COAST**—Packaged rice for retail market. Requests replies in French. A. Malsch et Cie (importer), Attn: Pierre Mesnil, B.P. 20944, Abidjan. WTD in preparation. TM IC-54.

221 Broad woven fabric mills, cotton

★★ **IVORY COAST**—Terry towels, bathmats. Requests replies in French. Magasin Du Pont (wholesaler, retailer), Attn: Famien Morrison, B.P. 183, Grand Bassam. WTD in preparation. TM IC-46.

227 Floor covering mills, products

★★ **IVORY COAST**—Tufted and woven carpeting. Requests replies in French. Agence Sakam (importer), Attn: Ansoumane Savane, B.P. 5121, Treichville. WTD in preparation. TM IC-35.

228 Yarn, thread mills, products

★★ **IVORY COAST**—Manmade yarn, fiber, piece goods for men's suits, shirts. Requests replies in French. A. Malsch et Cie (importer), Attn: Pierre Mesnil, B.P. 20944, Abidjan. WTD in preparation. TM IC-52.

229 Textile goods

SPAIN—Processed textile waste, remnants, rags. Francisco Perez Castello (importer, distributor), Gongora 11, Alcoy, Alicante. WTD 12/68.

SOUTH AFRICA—Raschel lace, all-overs, edgings. Requests replies only from mills or their sole export houses. Albert Kahn (manufacturers' agent), 55 Hout St., Cape Town, Cape Province. WTD 12/68.

231 Men's, youths', boys' suits, coats, overcoats

★★ **IVORY COAST**—Men's tropical suits. Requests replies in French. Agence Sakam (importer), Attn: Ansoumane Savane, B.P. 5121, Treichville. WTD in preparation. TM IC-30.

232 Men's, youths', boys' furnishings, work clothing

★★ **IVORY COAST**—Men's polo shirts, short sleeved acrylic knitted sport shirts. Requests replies in French. Agence Sakam (importer), Attn: Ansoumane Savane, B.P. 5121, Treichville. WTD in preparation. TM IC-32.

234 Women's, misses', children's, infants' under garments

★★ **IVORY COAST**—Ladies' lingerie, notions, fabrics. Requests replies in French. Au De d'Argent (retailer), Attn: Mme Anoma, B.P. 20570, Abidjan. WTD in preparation. TM IC-18.

239 Fabricated textile products

SOUTH AFRICA—Embroideries for manufacture of lingerie. Requests replies from manufacturers or their sole export houses. Albert Kahn (manufacturers' agent), 55 Hout St., Cape Town, Cape Province. WTD 12/68.

251 Household furniture

★★ **IVORY COAST**—Steel bookcases, storage units, room dividers for household use. Requests replies in French. Agence Sakam (importer), Attn: Ansoumane Savane, B.P. 5121, Treichville. WTD in preparation. TM IC-34.

262 Paper mills, products

SWITZERLAND—All kinds of high grade papers for printers, fancy and lampshade papers. Peyer & Co. (agent, manufacturer), Seminarstrasse 28, 8042 Zurich. WTD in preparation.

264 Converted paper, paperboard products

★★ **IVORY COAST**—Adhesive tape for office, industrial uses. Requests replies in French. L'expansion Industrielle (wholesaler), Attn: Mme G. Kuhlen, B.P. 2054, Abidjan. WTD in preparation. TM IC-15.

★★ Paper napkins, sanitary paper. Requests replies in French. Massieye & Ferras (importer, exporter), Attn: Henri Ferras, B.P. 1293, Abidjan. WTD 6/67. TM IC-36.

SWITZERLAND—All kinds of cover materials for bookbinders; paper, similar materials for window display. Peyer & Co. (agent, manufacturer), Seminarstrasse 28, 8042 Zurich. WTD in preparation.

281 Industrial chemicals

ENGLAND—Industrial minerals or chemical intermediates suitable for paint, leather, ceramics, glass or lubricating oil industries. Facilities available for receiving in bulk, grinding, repacking into bags or drums before redistribution. Barium Chemicals Ltd. (manufacturer), Widnes, Lancashire. WTD 10/68.

282 Synthetic materials

★★ **IVORY COAST**—Plastic protective covering for upholstery, imitation leather. Requests replies in French. A. Malsch et Cie (importer), Attn: Pierre Mesnil. B.P. 20944, Abidjan. WTD in preparation. TM IC-53.

283 Drugs

★★ **CAMEROON**—Pharmaceutical products, drugs. Pharmacie Lekie (retailer), Attn: Georges C. Ambassa, B.P. 55, Obala. WTD in preparation. TM C-21.

★★ Pharmaceutical products, drugs. Requests replies in French. Pharmacie la Sante (importer, retailer), Attn: Mme. Jeanne Ngo Mai, B.P. 4095, Yaounde. WTD in preparation. TM C-3.

284 Cosmetics

★★ **CAMEROON**—Cosmetics. Requests replies in French. SIPCA (manufacturer, importer), Attn: Maurice Michon, B.P. 4086, Douala. WTD in preparation. TM C-10.

★★ Cosmetics. Pharmacie Lekie (retailer), Attn: Georges C. Ambassa, B.P. 55, Obala. WTD in preparation. TM C-21a.

★★ Cosmetics. Requests replies in French. Pharmacie la Sante (importer, retailer), Attn: Mme. Jeanne Ngo Mai, B.P. 4095, Yaounde. WTD in preparation. TM C-3a.

287 Agricultural chemicals

★★ **IVORY COAST**—Replanting herbicides for rice; fungicide to eliminate brown dry rot on cocoa trees. Yacouba Bambara (importer), B.P. 1348, Abidjan. WTD in preparation. TM IC-48.

289 Chemical products

★★ **CAMEROON**—Water proofing compounds for outside of buildings. Decorative Art Enterprise (importer), Attn: Joseph T. Ngang, P.O.B. 59, Victoria. WTD in preparation. TM C-11.

★★ Raw chemicals, essential oils. Requests replies in French. Exclusive agency for W. Africa. Codima (agent, importer), Attn: Roger Suzanne, B.P. 477, Douala. WTD in preparation. TM C-19.

301 Tires, tubes

★★ **CAMEROON**—Bicycle, automobile, truck tires. Requests replies in French. Edouard Sandeu (importer), B.P. 393, Douala. WTD in preparation. TM C-1.

307 Plastic products

★★ **IVORY COAST**—Plastic for shoe manufacture. Requests replies in French. L'expansion Industrielle (wholesaler), Attn: Mme G. Kuhlen, B.P. 2054, Abidjan. WTD in preparation. TM IC-17.

★★ Seamless plastic flooring made with vinyl chips or poly-urethane plastic resins. Requests replies in French. Cie Generale Industrielle (manufacturer), Attn: J. C. Bonda, B.P. 295, Abidjan. WTD 11/68. TM IC-11.

327 Concrete, gypsum, plaster products

★★ **IVORY COAST**—Waterfall fountains for household use. Requests replies in French. Agence Sakam (importer), Attn: Ansoumane Savane, B.P. 5121, Treichville. WTD in preparation. TM IC-31.

★★ Building materials. Peyrissac Cote d'Ivoire (importer, wholesaler), Attn: Philippe Courau. B.P. 1272, Abidjan. WTD 6/68. TM IC-26.

342 Cutlery, hand tools, general hardware

★★ **CAMEROON**—Builders hardware. Requests replies in French. Edouard Sandeu (importer), B.P. 393, Douala. WTD in preparation. TM C-2.

★★ **IVORY COAST**—Builders' hardware. Peyrissac Cote d'Ivoire (importer, wholesaler), Attn: Philippe Courau, B.P. 1272, Abidjan. WTD 6/68. TM IC-25.

344 Fabricated structural metal products

★★ **IVORY COAST**—Aluminum window frames, doors; shower doors, tub enclosures. Requests replies in French. Lopez & Lopez (importer), Attn: Joseph Lopez Teixeira, B.P. 2228, Abidjan. WTD in preparation. TM IC-38.

353 Construction, mining, materials handling machinery, equipment

★★ **IVORY COAST**—Road construction and maintenance machinery. Peyrissac Cote d'Ivoire (importer, wholesaler), Attn: Philippe Courau, B.P. 1272, Abidjan. WTD 6/68. TM IC-27.

SOUTH AFRICA—Crawler tractors to use as undercarriages on which to mount jumbo or wagon-type air drills, primarily for open-face mining, quarrying. Steamright (Pty.) Ltd. (agency), Attn: Mr. Selby M. Hope, P.O. Box 6267, Johannesburg. WTD in preparation.

355 Special industry machinery

★★ **CAMEROON**—Sealing machines, machines used in packaging frozen foods, cold storage equipment. Interocam Commercial Co. (importer), Attn: Thadani Vashi, P.O.B. 34, Victoria. WTD in preparation. TM C-14.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

★★ Heavy duty portable power saws, sawmill equipment. Requests replies in French. Ets. Celestin Takala (importer), Attn: Mr. Celestin Takala, B.P. 56, Douala. WTD in preparation. TM C-22.

357 Office, computing, accounting machines

★★ **IVORY COAST**—Unique office supplies and gadgets. Requests replies in French. L'expansion Industrielle (wholesaler), Attn: Mme. G. Kuhlen, B.P. 2054, Abidjan. WTD in preparation. TM IC-16.

★★ Typewriters, calculators, other office machines, teaching machines. Requests replies in French. Mecanographe de Bouake (retailer), Attn: Jean Tavares, B.P. 638, Bouake. WTD in preparation. TM IC-5.

363 Household appliances

★★ **CAMEROON**—Irons, blenders, fans, waffle irons, hair driers, electric knives, razors, toasters. Requests replies in French. Senatic (retailer, importer), Attn: Amougi, Etienne, B.P. 2147, Yaounde. WTD in preparation. TM C-9.

364 Electric lighting, wiring equipment

★★ **IVORY COAST**—Electric light bulbs, fluorescent tubes, 220v-50 cycles. Requests replies in French. DI-EL-CI (wholesaler), Attn: M. Agrati, B.P. 1647, Abidjan. WTD 10/68. TM IC-49.

365 Radio, television receiving sets

★★ **IVORY COAST**—Transistor radios, hi-fi equipment. Requests replies in French. DI-EL-CI (wholesaler), Attn: M. Agrati, B.P. 1647, Abidjan. WTD 10/68.

★★ Musical instrument amplifiers. Requests replies in French. Ste. Safieddine (importer, wholesaler), Attn: Talal Safieddine, B.P. 5392, Treichville. WTD in preparation. TM IC-45.

366 Communications equipment

★★ **IVORY COAST**—Burglar alarm systems for banks, factories, stores which signal by remote control and emit sound to attract attention. Requests replies in French. Modernafric (importer, wholesaler), Attn: Georges Chapey, B.P. 1475, Abidjan. WTD in preparation. TM IC-41.

373 Ship building, repairing

★★ **IVORY COAST**—Houseboats to use on inland lagoons. Requests replies in French. Ronald Bergier, B.P. 4515, Abidjan. WTD in preparation.

379 Transportation equipment

FRANCE—Automobile trailer coaches, housing types, related mobile house units, all sizes. Raoul (Michel) (sales agent), 33- Portets, Gironde. WTD in preparation.

384 Surgical, medical, dental instruments

★★ **CAMEROON**—Laboratory equipment for use by pharmacologist for biological experiments, tests, blood analyses. Pharmacie Lekie (retailer), Attn: Georges C. Ambassa, B.P. 55, Obala. WTD in preparation. TM C-20.

FRANCE—Resuscitation monitoring systems and respiratory reanimation equipment; artificial kidney machines and dialysis equipment; medical TV and radio monitors, allied apparatus, instruments or devices in field of advanced medico-surgical equipment. Cooperative industrial and business relations, on basis of reciprocity, desired. Catalogues requested with price lists. Foures (Societe d'Exploitation des Etablissements Guy) (manufacturer), 48 Rue de l'Ecole Normale; 33- Bordeaux/Cauderan, Gironde. WTD 2/68.

386 Photographic equipment

AUSTRIA—Newly developed photographic, cinematographic, projection equipment. Photo Nettig- Walter L. Nettig (importer, wholesaler, manufacturers' representative), Wallensteinsteel spring wire, 5 mm diameter, in coils of strasse 3, A-1200 Vienna. WTD 11/68.

393 Musical instruments, parts

★★ **IVORY COAST**—Musical instruments, parts. Requests replies in French. Ste. Safieddine (importer, wholesaler), Attn. Talal Safieddine, B.P. 5392, Treichville. WTD in preparation. TM IC-44.

394 Toys, amusement, sporting goods

★★ **CAMEROON**—Sports equipment. Ducam (manufacturer, retailer), Attn: Jean Rene Duhot, B.P. 16, Yaounde. WTD 1967. TM C-15.

★★ **IVORY COAST**—Children toys; fishing tackle. Requests replies in French. Magasin Du Pont (wholesaler, retailer), Attn: Famien Morrison, B.P. 183, Grand Bassam. WTD in preparation. TM IC-47.

SPAIN—Toys, amusement, sporting, athletic goods. S.A.I.D.I. (distributor), Comandante Zorita 49, Madrid 20. WTD 12/68.

396 Costume jewelry, novelties, buttons, notions

★★ **IVORY COAST**—Costume jewelry. Requests replies in French. Au De d'Argent (retailer), Attn: Mme Anoma, B.P. 20570, Abidjan. WTD in preparation. TM IC-19.

399 Manufacturing industries

★★ **IVORY COAST**—Wigs. Requests replies in French. Agence Sakam (importer), Attn: Ansoumane Savane, B.P. 5121, Treichville. WTD in preparation. TM IC-33.

Leads for Importers

Commodities are offered direct unless specified

011 Field crop farms

TANZANIA—Dry beans, peas, other pulses; kapok, sisal; peanuts, castor beans, sunflower seeds, other oil seeds; other Tanzanian produce. R. N. Rattansi & Sons Ltd. (exporter), P.O. Box 269, Dar es Salaam. WTD 12/68.

013 Livestock farms

★★ **IVORY COAST**—Prepared to pack, ship medium supply of goats, sheep, caiman. Requests replies in French. Momadou Bah (manufacturer, exporter), B.P. 419, Bouake. WTD in preparation. TM IC-1.

019 Commercial farms

AFGHANISTAN—Italian stock chinchilla skins. Chinchilla Joint Stock Co. (manufacturer, importer, exporter), P.O. Box No. 449, Kabul. WTD 4/68.

103 Lead, zinc ores

NIGERIA—Galina ores. S. O. Eyuwoko Commercial Agency (exporter), 25 Boyo Rd., Sapele, Midwestern Nigeria. WTD 11/68.

201 Meat products

MOROCCO—Casings; sheep, goat, hog, others. Samples, prices available upon request. Boyauderie Sediouk (exporter), 60, Rue Lecrivain, Casablanca. WTD 12/68.

203 Canning, preserving foods

AFGHANISTAN—Afghan dried, dehydrated fruits packaged according to customer's instructions. Shirkat-i-Itehadia Mazar (exporter, importer, wholesaler, processor), Mazar-i-Sharif. WTD 12/68.

207 Confectionery

★★ **IVORY COAST**—Cocoa beans. Requests replies in French. Cisse Abdoussalame (importer), B.P. 156, Bouake. WTD in preparation. TM IC-9.

★★ Cocoa beans. Requests replies in French. Jean Mahou (exporter), B.P. 156, Abidjan. WTD in preparation. TM IC-39.

209 Food preparations

★★ **IVORY COAST**—Coffee beans. Requests replies in French. Cisse Abdoussalame (importer), B.P. 156, Bouake. WTD in preparation. TM IC-7.

★★ Coffee beans. Requests replies in French. Jean Mahou (exporter), B.P. 156, Abidjan. WTD in preparation. TM IC-40.

227 Floor covering mills, products

AFGHANISTAN—Afghan design, hand-woven Afghan carpets. Shirkat-i-Itehadia Mazar (exporter, importer, wholesaler, processor), Mazar-i-Sharif. WTD 12/68.

237 Fur goods

AFGHANISTAN—Afghan Karakul skins. Shirkat-i-Itehadia Mazar (exporter, importer, wholesaler, processor), Mazar-i-Sharif. WTD 12/68.

241 Logging camps, logging contractors

★★ **CAMEROON**—Ebony billets. Chanas Trading & Contract Works (exporter), Attn: M. N. Chana, B.P. 86, Victoria. WTD in preparation. TM C-12.

★★ Ebony billets. Associated Radio Engineering Services (exporter, importer), P.O.B. 4, Victoria. WTD in preparation. TM C-13.

★★ Mahogany wood, unfinished. Exporting Contractors (exporter), Attn: John E. Sona, B.P. Box 89, Kumba. WTD in preparation. TM C-17.

249 Wood products

TANZANIA—Tanzanian wood carvings, other handicraft in large quantities, various assortments, R. N. Rattansi & Sons Ltd. (exporters), P.O. Box 269, Dar es Salaam. WTD 12/68.

283 Drugs

FRANCE—Drugs for human use, pharmaceutical preparations, specialties, such as Amygdorectol (treatment for throat infections); Osmogel (treatment for phlegmons, boils, etc.); Colostrone (active hormonal complex and curative therapeutic product for both men, women). Wholesale exportation, preferably through the channel of United States manufacturers of allied but non-competitive products who may be interested in both-way trade, on basis of reciprocity, and involving exchange of distributorship services in respective countries. Descriptive literature in French available on loan from Trade Opportunities Staff, BDSA-541, Rm. 4053, U.S. Dept. of Commerce, Washington, D.C. 20230. Lerta (Laboratoires) (manufacturers), 44 Cours Camou; 64- Pau, Basses-Pyrenees. c/o Mr. Louis Anglade. WTD 12/68.

284 Soap, detergents, cleaning preparations, perfumes, cosmetics

★★ **IVORY COAST**—Civit musk. Requests replies in French. M. Laquet, S.I.C.O.G.E.X., B.P. 4258, Abidjan. WTD in preparation.

348 Fabricated wire products

IRELAND—Laminated and coil springs for motor industry. Springs Ltd. (manufacturer), Wexford. WTD 11/68.

353 Construction, mining, materials handling machinery, equipment

IRELAND—Conveyor chains. Springs Ltd. (manufacturer), Wexford. WTD 11/68.

354 Metalworking machinery

SPAIN—Metalworking presses, both hydraulic and electric; screw and nut slotting machines and, in general, metal working machinery. Desires to appoint distributor for the U.S. Gamei, S.A. (manufacturer, exporter), Apartado de Correos No. 8, Mondragon, Guipuzcoa. WTD 11/68.

399 Manufacturing industries

★★ **IVORY COAST**—African ancient and modern art Requests replies in French. Siacoaa (wholesaler, retailer), Attn: Gaston Dieou, B.P. 6034, Treichville. WTD in preparation. TM IC-28.

MOROCCO—Wide range of Moroccan handicrafts such as leather articles (hassocks, sacks, wallets,); costume jewelry; wool blankets, Moroccan type; brassware. Samples, price lists available upon request. Rimalouvi (exporter), 72, Rue de Charmes, Casablanca. WTD 12/68.

U.S. firms may benefit from Australian shortfall in coal exports to Japan

Australian suppliers are facing a major shortfall in contracted coal deliveries to Japan that could result in increased opportunities for U.S. suppliers for the sale of coal to Japan throughout the early part of 1969.

There is an anticipated shortage of one million tons in coal exports to Japan from the Moura mine of Thiess-Peabody-Mitsui. The partnership had contracted output of 4.5 million tons in the 12 months to March 1969. While output has improved somewhat in recent months, it still has not reached expected levels.

Additional expected shortfalls are also being reported in Queensland and New South Wales. If the trend continues, Australia's shortfall in contracted sales to Japan could exceed two million tons during the year to June 30, 1969.

A recent accident which severely damaged the 300-foot dragline at the open-cut section of the Clutha Development's Foybrook Mine in New South Wales will substantially reduce the mine's ability to meet its contracted export quota of 1.7 million tons during the current financial year. Reportedly, other smaller shortfalls are expected in a number of other mines in the New South Wales area.

The Broken Hill Proprietary Company's New South Wales mines have been operating at above expected capacity. The company is understood to have recently accepted one spot contract for 200,000 tons of coal from Japanese buyers, and is hopeful of getting additional similar contracts. However, even with additional B.H.P. coal it is now clear that Australian producers will not be able to meet their commitments to Japanese buyers during the next six to eight months.

Firms desiring additional information should contact the Petroleum and Coal Division, BDSA-673. Department of Commerce, Washington, D.C. 20230. (Telephone: 202-967-2421).

New Trade Lists

The Bureau of International Commerce has published the following automated lists to provide complete coverage for South Africa. The lists may be ordered by firms domiciled in the United States, giving the titles listed below or by the five digit SIC number from BIC-924, U.S. Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 per list for each country.

NOTE: The SIC numbers in these lists are coded in accordance with 1967 Bureau of the Census publications.

South Africa—an automated list

No.	*Title*	*Number of names in list*
01000	Farm, forestry and fishery products	(60)
10000	Mining companies; crude petroleum and natural gas producers	(39)
15000	Contract construction companies	(22)
19000	Arms and ammunition	(14)
20000	Food and kindred products	(364)
21000	Tobacco and tobacco products	(51)
22000	Textile products	(1000)
24000	Lumber and wood products; furniture and fixtures	(191)
26000	Paper and allied products; printed and published materials	(255)
28000	Chemicals and allied products	(588)
29000	Petroleum and petroleum products; rubber and miscellaneous plastic products	(177)
31000	Leather and leather products	(141)
32000	Stone, clay, glass and concrete products	(134)
33000	Primary metal products	(98)
34000	Fabricated metal products	(367)
35000	Non-electrical machinery	(764)
36000	Electrical machinery	(489)
37000	Transportation equipment	(133)
38000	Instruments; photographic and optical goods	(203)
38700	Watches and clocks; jewelry, silverware and plated ware; musical instruments; toys and sporting goods; office and artists' materials; novelties; miscellaneous manufactured products	(184)
73920	Business management, administrative and consulting services	(10)

Construction bids sought for cesspool project

The Government of Libya invites bids on the construction of a cesspool project for main sewers inside Tripoli. Tender No. 1128.

Conditions and specifications are issued to local firms registered under category one and to international firms registered in the list of international contractors of the Ministry of Public Works for a non-refundable fee of 50 pounds.

Bids should be submitted in sealed envelopes carrying on the outside, the number and subject matter of the tender, to the Central Tenders Board, the Ministry of Finance, Shat St., Tripoli, Libya. They should be deposited in the special box there before 10 a.m., March 3.

Bids should be accompanied by preliminary guarantee of 10,000 pounds, under the rules followed in this respect. If the guarantee is submitted in the form of a letter of guarantee, it should be stamped to indicate clearance as far as revenue taxes are concerned. It should also be valid for six months.

Feasibility study needed for planned aircraft plant

The Ministry of Coordination of the Government of Greece invites qualified consulting firms to submit proposals for the preparation of a technical and economic feasibility study for the development of a modern aircraft and missile factory and maintenance-repair facility.

Proposals must be submitted by a lawfully authorized representative by 10 a.m., Friday, Feb. 28, at the office of the technical adviser Mr. Sakellariou, Ministry of Coordination, 3 Ipcratous St., Athens.

Copies of the documents pertinent to submitting proposals for the feasibility study are available for loan to interested firms at the Water Resources and Engineering Services Division, Room 4111, U.S. Department of Commerce, BDSA, Washington, D.C. 20230.★

Ireland wants applicants to build airport terminal

Contractors who consider themselves suitable to undertake the erection of the proposed new terminal building at Dublin Airport and who wish to qualify to bid for this work should apply to the Secretary, Aer Rianta Teoranta, Dublin Airport, Dublin, by Jan. 31.

The project comprises a new passenger terminal building, an associated pavilion or satellite, a car park and a two-level road. The total area of the passenger, public, airline and other accommodations is approximately 320,000 sq. ft. The buildings will be of steel-framed construction. The total cost of the project is estimated at $8 million.

Before the list of applicants to be invited to tender for these works is prepared, applicants will be requested to appear at Dublin Airport for discussions on the structure of their organization; the number of persons employed in management; the techniques of management normally used both at site and head office, including project planning and project control; and experience of management personnel, including construction management training.

At the discussions, applicants will be given information on the scope and extent of the work, the type and nature of the program, the date of issuance and receipt of tender documents, and the names of consultants appointed to the project.

The successful contractor is expected to be given possession of the site by mid-September, 1969, and buildings must be operational by April, 1971.

Visiting Buyers and Officials

AFGHANISTAN—Shan Parkash Soni, Shiv Nandan & Co., P.O. Box 466, Kabul, **interested in buying cigarettes, motor oils and automotive parts; market research for carpets and pistachio nuts.** First week in January via New York for six months. c/o Brown & William Sons Tobacco Corp., P.O. Box 659, Louisville, Ky. 40201. Itinerary: cities in Kentucky and California. WTD 8/68.

Shiv Nandan, Shiv Nandan & Co., P.O. Box 466, Kabul, **interested in visiting U.S. companies to purchase automobile tires & tubes; conducting market research for Afghan sheepskin jackets.** Late Jan. via New York for two weeks. c/o Chase Manhattan Bank, 1 Chase Manhattan Plaza, New York, 10015. Itinerary: N.Y., Los Angeles. WTD 8/68.

H. Ghulam Farooq Behboodzada, representing his own firm, Serai Qomandan, Herat, **interested in buying U.S. used clothing, shot guns, chinaware, automotive parts and accessories and in finding a market for Afghan karabul, carpets and pistachio nuts.** Late Jan. via New York for six weeks. c/o American Buying Co., Inc., Room 619, 580 5th Ave., New York, N.Y. 10036. Itinerary: New York. WTD 10/68.

AUSTRALIA—David L. Richards, David L. Richards (Wholesale) Pty. Ltd., 297 Old Cleveland Road, Coorparoo, **interested in importing into Australia small arms, ammunition and accessories, in making new contacts and maintaining existing ones.** Dec. 26 via Honolulu for two months. c/o Stoeger Arms Corp., 55 Ruta Court, South Hackensack, N.J. 07606. Itinerary: San Francisco, New York, New Haven, Conn., South Hackensack, N.J., Miami. WTD 12/68.

BELGIUM—Andre Leon Poncelet, Mgr., Band Protection Co. SPRL, 218 Ave. de la Couronne, Brussels 5, **interested in meeting U.S. manufacturers of wood barriers used on highways and roads and manufacturers of wood fences for private housing.** Jan. 5 via New York for three weeks. c/o Essex House, 160 S. Central Park, New York, N.Y. 10019. Itinerary: New Orleans, Washington, cities in New Jersey, Oklahoma City, Los Angeles, San Francisco, Chicago, Toledo, O. WTD in preparation.

ISRAEL—Fritz Vogel, Mgr., Refrigeration Service Co. Ltd., 38 Hechalutz St., Tel Aviv, **interested in acquiring agencies from manufacturers of refrigeration and air conditioning equipment;** will visit the International Heating & Air Conditioning Equipment Exposition in Chicago 1/27-30. Jan. 23 via New York for approx. two months. c/o International Heating & Air Conditioning Equipment Exposition, International Amphitheater, Chicago, Ill. Itinerary: New York, Chicago, Cleveland, Washington. WTD in preparation.

NEW ZEALAND—R. B. Oxley, Managing Dir., A Stuart Oxley Ltd., T. & G. Bldg., Wellesley St. West, P.O. Box 5220, Auckland 1, **interested in acquiring exclusive New Zealand agencies for upholstery fabrics, drapes, men's and women's apparel fabrics.** Jan. 21 via New York for ten days. c/o Klauber Bros. Inc., 114 E. 32nd St., New York, 10016. Itinerary: New York. New Orleans, San Francisco, Los Angeles. WTD 10/68.

New Books and Reports

Climate control equipment tariff cuts are reported

The Department of Commerce has just released a special report on Kennedy Round tariff cuts on air conditioning and refrigeration equipment.

Fifteen foreign markets cut tariffs on air conditioning and refrigeration equipment by as much as 50% as a result of Kennedy Round negotiations. The reductions are taking place in stages, with the full reductions to be in effect by Jan. 1, 1972. The 16-page *Special Report* presents tables for the past, present and future import duty rates of the following goods: air conditioning machines, refrigerators and refrigerating equipment, compressors falling under BTN 84.11, evaporators and condensers falling under BTN 84.17, for each of the participating countries and for the European Economic Community as a whole. Tables also show total imports by these countries of air conditioners and non-domestic refrigerators in U.S. dollars for 1965-67.

The *Kennedy Round Special Report on Air Conditioning and Refrigeration Equipment* is available for 25 cents from the Sales & Distribution Branch, U.S. Department of Commerce, Washington, D.C. 20230. A previously issued *Special Report on Pumps and Compressors*, outlining Kennedy Round tariff cuts on these items, is available at the same price.

Agricultural Projections for 1975 and 1985—Europe, Japan, North America, Oceania—Production and Consumption of Major Foodstuffs. **Published by the Organization for Economic Cooperation and Development. Paris. 1968. $4.**

This study by the OECD Secretariat attempts to quantify the future food supply and demand situation on the basis of recent trends and present policies. The projections are based on the assumption that these bases will continue.

The conclusions drawn by the study are: agriculture in the OECD area has the potential to expand its output faster than the growth in requirements within the area. This potential is primarily in grain, and in some cases, dairy products, which could be available for export. Grain and dairy products from Australia and dairy products from New Zealand will also increase.

If the projected differences between aggregate supply and demand were to materialize in the form of trade, the outcome (allowing for additional meat production) would be that the OECD area's balance with the rest of the world in the commodities covered would shift from a net import of about $1.5 billion in 1961-63 to a net export of about $2.2 billion in 1975 and about $3.3 billion in 1985 (expressed in 1961-63 unit trade values).

Write: OECD Publications Center, Suite 1305, 1750 Pennsylvania Ave. NW., New York, N.Y. 20006.

Iran plan translated

A limited number of copies of the English translation of Iran's Fourth Development Plan, which was described in the Dec. 2, 1968 *International Commerce,* are now available on a loan basis from the Near East-South Asia Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Employee Training in Japan. **By Leonard Nadler. Published by Education & Training Consultants Co. Los Angeles. 1968. $3.**

Business and industrial methods in Japan are examined, as well as Japan's importance as a customer and her role as exporter. The employment system supporting the "export-to-live" philosophy of the nation is defined. The author explains the concept of "life employment" and analyses employee amenities and wage determinations.

Training programs and methods are examined, and compared with current American practices. The author suggests that the Japanese solutions to problems of unemployment and automation may be applicable to U.S. problems.

Write: Education & Training Consultants Co., 815 Moraga Dr., Los Angeles, Calif. 90049.

Marketing Conditions in Pakistan. **By Igbal Haidari. Published by Economic and Industrial Publications. Karachi, Pakistan. 1968. $2.10.**

This publication, an enlargement of a report prepared for *Business International* of New York, attempts to supply a concise and comprehensive description of marketing in Pakistan. The text is supported by tables of statistical data drawn from a variety of sources and each chapter includes a select bibliography.

The book is divided into 11 chapters covering the size and the nature of the market, regional markets, industrial markets, government markets, import patterns, transportation, distribution, sales promotion, consumer protection, rules of competition, and taxes which affect marketing.

Write: Economic and Industrial Publications, 27-A Writers Chambers, Dunolly Road, off McLeod Road, Karachi-2, Pakistan.

Behind the Headlines. **Published by the Canadian Institute of International Affairs. Issued monthly, $2 per year.**

The objective of the Institute, the publisher of this monthly journal, is to promote and encourage in Canada research and discussion in international affairs, and to give particular attention to Canada's position as a member of the international community of nations.

Each issue contains a single study of a topic relative to the above objective.

Write: The Canadian Institute of International Affairs, 230 Bloor St. West, Toronto 5, Canada.

Bermuda 1965 and 1966. **Published by Her Majesty's Stationery Office. London. 1968. 87pp. $2.10.**

The following information is covered in this publication: population, wages and labor, public finance and taxation, currency and banking, commerce, production, social services, legislation, public utilities and works, communications, geography, history, and administration.

A review of events of the years 1965 and 1966 is also included.

Write: Sales Section, British Information Services, 845 Third Ave., New York, N.Y. 10022.

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Calendar *for international traders*

BETHLEHEM, Pa.—Jan. 29—World Trade Club of Lehigh Valley monthly meeting, Holiday Inn-East, 6 p.m.

BOSTON—Feb. 6—Exporting Seminar, New England Industrial Trade Show, Suffolk Downs, East Boston, 3:30-5:30 p.m.

BOSTON—Feb. 6—Int'l Center of New England Trade Winds dinner meeting, New England Industrial Trade Show, Suffolk Downs, East Boston, 6:30 p.m.

BRIDGEPORT, Conn.—Jan. 27—Foreign Trade Class, "Phases of Int'l Transportation," Bridgeport Chamber of Commerce, 7 p.m. Sponsors: Commerce Hartford Field Office, REEC, Chamber of Commerce.

CHICAGO—Jan. 28—Principles & Techniques in Exporting, Light Center, 140 S. Dearborn St., 6:15 p.m. Sponsor: Int'l Trade Club of Chicago.

CHICAGO—Feb. 4—Automotive Exporters' Club of Chicago, Builders' Bldg.

CHICAGO—Feb. 6—In-Office Meeting, Commerce Field Office.

CHICAGO—Feb. 13—International Trade Club of Chicago monthly luncheon meeting, LaSalle Hotel, 12:15 p.m.

CHICAGO—Feb. 13—Seminar on Problems & Policies in International Licensing, Sheraton-Blackstone Hotel, 2:15-4 p.m. Sponsor: Int'l Trade Club of Chicago.

CHICAGO—Feb. 18—In-Office Meeting, Commerce Field Office.

CINCINNATI—Jan. 29—Cincinnati World Trade Club monthly meeting & dinner, New Orleans Night, Sheraton-Gibson Hotel, 7 p.m. Speaker: James Martin, director of trade development, Board of Commissioners, Port of New Orleans.

CINCINNATI—Feb. 17—Businessmen's Consultation, **Roger Merrick, Commercial Officer, posted to Beirut.** Sponsor: Commerce Field Office.

CLEVELAND—Feb. 6—International Trade Luncheon Meeting, Mid-Day Club, Union Commerce Bldg., 12 noon. Sponsor: Cleveland World Trade Assn.

Calendar deadline

Information for publication must be received three weeks before the date of the announced event. Include time, place, sponsoring organization and special topic, if applicable. Meetings must be open to the public in order to be publicized in this space. **Write:**

Managing Editor,

International Commerce

BIC-204

U.S. Department of Commerce

Washington, D.C. 20230.

DENVER—Feb. 3—Businessmen's Consultation, **Roger Merrick, Commercial Officer, posted to Beirut.** Sponsor: Commerce Field Office.

KANSAS CITY—Feb. 11—Meeting for Exporters on East-West Trade, Top of the Tower, 5:30 p.m. Sponsors: Commerce Field Office, REEC, Int'l Trade Club.

KANSAS CITY—Feb. 13—Export Documentation Workshop, Federal Office Bldg., 2-4 p.m. Sponsors: Commerce Field Office, REEC.

KANSAS CITY—Feb. 27—Export Documentation Workshop, Federal Office Bldg., 2-4 p.m. Sponsors: Commerce Field Office, REEC.

LOS ANGELES—Jan. 31—Export Expansion Seminar, Commerce Field Office, 9:30 a.m.

NASHVILLE—Jan. 21—Export Forum & luncheon, Ramada Inn Downtown, 12 noon. NOTE: Change from earlier incorrect date.

NEW BRITAIN, Conn.—Feb. 5—Foreign Trade Class, "Introduction to World Trade," "Methods of Exporting & Market Potential," New Britain Chamber of Commerce, 7 p.m. Sponsors: Commerce Hartford Field Office, REEC, Chamber of Commerce.

NEW YORK—Feb. 5—Businessmen's Consultation, members of U.S. Trade and Investment Mission to Cameroon and Ivory Coast, St. Regis Hotel. Sponsors: Commerce Field Office, African-American Chamber of Commerce.

PALO ALTO, Calif.—Feb. 5—Export Control & Trade Promotion Seminar, Palo Alto Chamber of Commerce, 10 a.m.-12 noon. Sponsor: Commerce San Francisco Field Office.

PHILADELPHIA—Jan. 29—Dinner meeting on business & sales opportunities in Israel, Bellevue Stratford Hotel. Dinner, 6 p.m.; roundtable discussion, 7:30 p.m. Sponsor: Philadelphia Chapter, American Technion Society & U.S. Science-Based Industries Committee.

ROCKFORD, Ill.—Jan. 28—In-Office Meeting, Rockford Chamber of Commerce.

WASHINGTON, D.C.—Feb. 8-11—Mississippi Valley Assn. 50th annual meeting, Sheraton Park Hotel.

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